

The Literary Digest

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The New
Silver Jubilee
HOOVER

BEAT... AS THEY SWEEP... AS THEY CLEAN... ON A CUSHION OF AIR

The Literary Digest

NEW YORK, AUGUST 27, 1932

TOPICS OF THE DAY

The Hoover Straw on the Camel's Back

THE ONCE SOLID RANKS of the dry forces are confused and divided.

At least such is the temporary effect of the first anti-Prohibition utterance of a President in twelve years.

The fact that Mr. Hoover "went wet with a dry motive" does not seem to press observers to cheer the militant Prohibitionists a bit.

What will the dry organizations do now?

That was the big question the minute the country heard of the President's declaration in his acceptance speech, as told in our last issue, for returning the liquor problem to the States while providing Federal safeguards against the saloon.

Answers to the question were not long in coming. This dry organization stays with Hoover. That one refuses longer to back him. Thus, as the press reports the various decisions, one gets a picture of the Prohibition camel apparently falling apart, and the Hoover speech is being called the straw that broke his back.

However, dismembered as he may be, there is life in every part of him yet. Each hoof still holds a wallop, and his teeth are still capable of slashing a political career. No longer, tho—at least for the time being—do hoofs and teeth function together. A few samples of current statements from leading dries show the division.

THE Hoover speech was "a darn fool thing," declared an unnamed spokesman for the Methodist Board of Temperance, Prohibition, and Public Morals, as quoted by the New York *World-Telegram*. "He wrote off a good many million votes. The dries will stay at home rather than vote for him or Roosevelt."

"It was the most asinine thing I ever heard of," said a representative of the Anti-Saloon League.

But other parts of the camel are pulling the other way—

Officials of the Flying Squadron Foundation hailed the President as the "Abraham Lincoln of Prohibition," and Dr. Edwin C. Dinwiddie, executive secretary of the National Prohibition Board of Strategy, called the most powerful political dry body in the country, indorsed Mr. Hoover for reelection.

And now to quote in greater detail the diverging statements

from the dry camp, first returning for a moment to Dr. Dinwiddie. Making it clear that he did not speak for the National Prohibition Board of Strategy, he threw his support to President Hoover because he "approaches this difficult and perplexing but tremendously important problem in a constructive rather than a destructive frame of mind"—

"After consideration of this entire situation in all its bearings and from all angles, President Hoover's reelection is favored because of his desire to reach a satisfactory solution of this problem; because he follows a constructive not destructive course; because he has shown himself above mob influence, and because of his high conceptions of his duties as President which have impelled him to place duty as he sees it above mere expediency."

ANOTHER powerful organization, the Allied Forces for Prohibition, whose membership is put at 1,500,000, officially indorsed President Hoover in a statement by its chairman, Dr. Daniel A. Poling—

"Our indorsement of President Hoover is based upon the belief that in contrast with Governor Roosevelt his election will safeguard the gains made under Prohibition, will move toward the elimination of existing evils resulting from non-observance and non-enforcement in some communities, will prevent naked repeal and the return of the saloon system, will not commit any public officer or candidate to any policy of repeal or modification

against his own conscience or the sentiment of his constituents, and will confirm the principle of Federal control for a national problem.

"In support of this program the allied forces will conduct an aggressive campaign for the election of Senators and Representatives, whether they be Democrats or Republicans, who are against repeal and the reestablishment of the old liquor traffic. Our relation to each campaign will be determined by the conditions and circumstances of the individual case."

CONFIDENCE that they could "trust the cause of Prohibition in your hands," was exprest in a message sent to Mr. Hoover by officers of the Flying Squadron Foundation, of which Oliver W. Stewart is president. The message said:

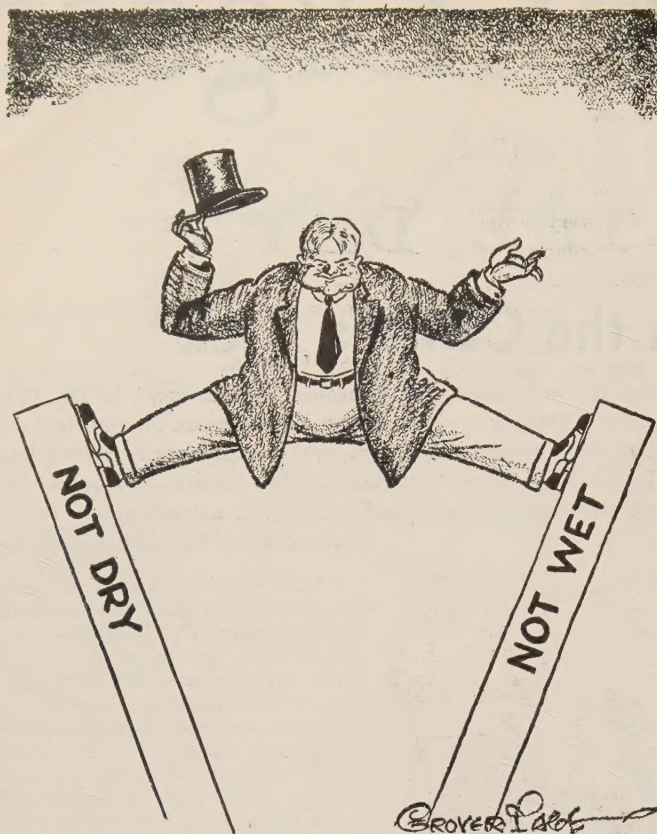
"Your speech of acceptance reaffirms and intensifies our faith in you. It proves the larger measure of your capacity for and devotion to your great task.

"Notwithstanding our conviction that no proposed alternative to the Eighteenth Amendment can prevent the return of the



Miracle Man!

—Alley in the Memphis "Commercial Appeal."



The New Straddle

—Page in the Louisville "Courier-Journal."



Mr. Hoover Makes Up His Mind

—Reardon in the Richmond "Times-Dispatch."

TWO VIEWS OF MR. HOOVER'S POSITION ON PROHIBITION

former evils of the liquor traffic and destroy those from which we now suffer, your manifest sincerity and high purpose enable us to trust the cause of Prohibition in your hands.

"As Lincoln declared not for abolition but against the further extension of slavery, and was driven to abolition by the evils inherent in that institution, so we believe those of the drink traffic will lead you and the American people to its complete destruction. We hail you not as the William Lloyd Garrison or the Wendell Phillips of Prohibition but as its Abraham Lincoln."

OTHER dry organizations which also have lined up behind the President, we read, are the National Temperance Bureau and the Committee of One Thousand.

So much for the pro-Hoover dries. The other dries are emphatic in their refusal to go along with the President. Not all of the Prohibition organizations have acted as yet, but many of the leaders are vociferous in their disappointment and resentment at the President's speech.

"I am very greatly disappointed in Mr. Hoover's position on Prohibition," said Bishop Ernest C. Richardson, national president of the Anti-Saloon League, as quoted in the press—

"It seems to me almost childish to say that since one plan has not been able to be enforced successfully, forty-eight plans will succeed of enforcement. The President admits that Federal, State, and local cooperation is necessary for success in enforcement. How is this cooperation any more effective to be secured under his plan?

"Mr. Hoover calls for absolute guaranties that dry States shall be protected from their wet neighbors. This is much more of an impossibility than the enforcement of the Eighteenth Amendment. He also demands that nowhere shall there be a return of the saloon. This is also an impossibility if the sale of liquor is legalized.

"If every State shall be given the right to deal with the problem as it may determine, how can States be prevented from having saloons if they desire them?"

"A surrender to the speak-easies, bootleggers, and nullifiers of the Constitution"—such is the Hoover stand as characterized

by Bishop James Cannon, Jr., who helped carry Southern States for the President in 1928. Interviewed at Geneva, Switzerland, by the Associated Press, Bishop Cannon called the President's proposal for State control as "indefinite, illogical, and impracticable."

"It is terribly disappointing," said the Rev. James K. Shields, superintendent of the New Jersey Anti-Saloon League—

"The worst part is the discouragement. It seems strange that four years ago, on a dry platform, Herbert Hoover received the greatest electoral vote ever given to any man. Now Mr. Hoover is running on a platform nearly the same as Al Smith ran on then."

"THE Woman's Christian Temperance Union can not accept either the repeal amendment proposed by the Democratic platform or the repeal amendment proposed by Mr. Hoover," declared Mrs. Ella A. Boole, national president.

And the W. C. T. U. Convention, at Seattle, adopted a report predicting "an uprising of the American people for a new majority party based on moral ideals."

A last-ditch fight was declared by F. Scott McBride, general superintendent of the Anti-Saloon League, who said that both Presidential candidates "in their acceptance speeches have declared an attitude toward the continuance of the Eighteenth Amendment which we can not accept. One is for modification; the other is for repeal," he said, as quoted by the Associated Press. "We favor neither." Furthermore—

"Our major task as to the coming campaign is clearly presented in the election of Congressmen, who in the last analysis, have sole responsibility for amending the Constitution.

"We will support those candidates who stand definitely committed in opposition to either repeal or modification."

"The loss of President Hoover does not mean the loss of the Eighteenth Amendment," said Mrs. Henry W. Peabody, chairman of the Women's National Committee for Law Enforcement—

"In his speech of acceptance, President Hoover indorsed the

repeal of the Eighteenth Amendment. He approves State control of liquor, which we had before the Federal amendment. He is the first President . . . to agree to yield the Federal Constitution to State's rights.

"He has spoken twelve times in defense of this law. The thirteenth time he renounces it, giving as his reasons well-known statements of extreme wets. Prosperity is desirable, but good government is essential. Allegiance to the Constitution, the supreme law, is the only hope for continuance of stable and safe government."

STRONG language was used by Dr. D. Leigh Colvin, of New York, chairman of the National Committee of the Prohibition party, in criticizing the President. His views are interesting also because he represents a party which has its own candidate in the field. He said, as quoted by the United Press:

"For the first time in American history, a President violates his oath of office by attacking the stability of a part of the Constitution. He does this in the interest of the return of legalized liquor. He not only fails to preserve the Eighteenth Amendment, but he seeks to cut the heart out of it by abolishing national Prohibition. He would subject the States, one by one, to conquest by the liquor power."

Thus Mr. Hoover's switch opens a new chapter in the long Prohibition struggle. Wets and dries now are looking forward not only to the battle on Election Day, but to the conflict in December when Congress convenes. Word from Washington is to the effect that the Senate will vote at the outset on the question of taking up Prohibition repeal.

Meanwhile, Attorney-General Mitchell serves notice that there will be no let-up in the enforcement of the Prohibition laws. "Such a course is unthinkable," he says. "It is our duty to take the law as we find it, and enforce it as it stands."

Despite the gains made by the wets, it will be a long time before Prohibition is thrown overboard, many observers declare.

"Whatever the outcome of the election, the question of control of liquor is not going to be settled next year, nor for many years to come," writes Willis J. Abbot in the dry *Christian Science Monitor*:

"It has more lives than the traditional cat. Whatever may be the views of politicians as to the expediency of a firm stand on this issue, there are enough convinced and devoted dries in the United States to maintain an educational campaign on the subject until it is settled in the only way in which a great issue can be settled, that is by being settled right.

"They may be glad to elect Mr. Hoover. Many of them may be willing to aid in the election of Mr. Roosevelt. But, if either of these gentlemen shall have the opportunity to ask Congress to carry into effect the liquor policy which he, or his party, has outlined, he will find a phalanx of determined dries confronting him with opposition, and with reasons for their opposition.

"If the Democratic party should sweep the country, repeal will be a matter of very dim and distant accomplishment. If the Republicans should be successful, the President will find great numbers of those who actively supported his own candidacy allied and determined in opposition to his policy on this subject."

But the wet Washington *Post* warns that—

"Those groups which cling to the Eighteenth Amendment, refusing to accept any compromise or any improvement in the present unsatisfactory conditions, will find themselves left to one side, because one or the other of the great parties will win. The country will not stand still."

Back to the Garden

THE MAN WITH A HOE can eat.

In many sections of America, therefore, State, municipal, and industrial leaders encourage gardening.

During their leisure hours—too numerous—the Bethlehem Steel Corporation's employees are cultivating 7,500 gardens, one for every seven workers.

Gardens in the Calumet district of Michigan supply 20,000 kitchens.

New York State's 5,000 industrial gardens feed 25,000 people, while some forty-five Indiana cities have a total of 50,000 gardens, and Illinois boasts 600.

According to an Associated Press survey, a majority of the States are now fostering cooperative gardens to provide work and sustenance for the jobless, and the report informs us that "in most cases industry, relief agencies, universities, and county agricultural authorities have joined State organizations to obtain land and direct planting and harvesting of truck crops."

Thus "the nation has swung into gardening on a scale never equaled before as a result of unemployment," and we read:

"Vacant plots and idle lots blossom into productivity as capable hands turn from closed factories, chopping out weeds and replacing them with orderly gardens.

"In Georgia, there were scenes reminiscent of war time as two 'divisions' of a self-help army grubbed fields under a county-managed plan. The Red Cross at Birmingham, Alabama, had many community gardens flourishing.

"Memphis, Tennessee, appropriated \$10,000 for gardening projects, with penal institutions canning the surplus, and citizens donating enough seeds to plant 2,500 vacant lots.

"Mills B. Lane, Georgia banker, turned over 4,000 acres for the unemployed—suggesting that small homes could be built on the property for persons who agreed to put themselves on a self-supporting basis.

"Kentucky miners, 20,000 strong, forsook the pick for the hoe, and the Society of Friends in that State took funds left over from war-time relief to encourage the production of chickens, cows, and hogs.

"Ohio, too, joined the movement, in four cities especially. In Lorain and Barberton, the municipal governments furnished plots. Akron's municipal plots were supplemented by lands from industry. Cleveland's 2,890 gardeners not only obtained food, but won prizes for the best-looking and highest yielding crops."

IN Nebraska, the American Legion "sounded a peace-time call," and five hundred needy veterans, instead of joining the Bonus Expeditionary Force, began wielding the hoe. Reports from Minnesota show that both the Twin Cities have fostered emergency gardening. In Minneapolis—

"Civic and commercial organizations obtained seventy-two acres to support 476 families, and St. Paul put 260 families at work tilling the soil.

"Thrift gardens in Iowa encourage the idle—Linn County alone having 6,000 at work. Oklahoma, Texas, and other States make like reports.

"A slightly different situation exists in California, where there is a surplus of edible foodstuffs. Dudley Moulton, State Director of Agriculture, assumed the emergency office of food administrator, and with his advisory council arranged for the unemployed to transport foods from the farms to fill empty tables in the cities."



Catching 'Em

—Pease in the Newark "Evening News."

The Farmers' Strike

THE FARMERS ARE EMBATTLED AGAIN.

This time Sioux City, Iowa, is their Lexington, remarks the *Boston News Bureau*, and "they hope the metaphorical shots they are firing will be heard round a roused and converted agricultural world." At any rate, the farmers have the sympathy of the press of the whole country in their fight against low prices, altho there is little feeling that their campaign will be successful.

These strikes, which have been breaking out sporadically over the Middle West in protest against prevailing prices for farm products, dramatize discontent, but thus far, writes Owen L. Scott from Chicago for the *Consolidated Press*, "have failed to touch off the spark that would rally the multitude of producers and assure a measure of success." Eleven States are involved in these gestures. As Mr. Scott notes:

"Associations are being formed, pledging members to withhold their farm products from the market for a period of one month. The idea is to create an artificial shortage of near-by produce and thereby force purchasers to pay more money for the things the farmers have to sell. Organizers are demanding one dollar a bushel for wheat and three dollars a hundred pounds for milk."

THE chief center of activity in this farmers' strike has been Sioux City, in northwestern Iowa. After Milo Reno, president of the Iowa Farmers' Union, started his thirty-day strike on August 8, with the battle-cry "Stay at Home—Sell Nothing," thousands of Iowa farmers joined in. In Sioux City farmers picketed the main roads running into the city. They stopt the city's morning milk supply. According to a *United Press* dispatch they met incoming trucks with showers of stones and sticks. "Windshields were smashed and headlights put out; commands to milk trucks to return to farms were enforced by farmers armed with long sticks to which gleaming knives were attached." It seemed a "grave situation" to Sheriff John A. Davenport. He put armed deputies to patrolling the roads. Strikers blocked the highways with chains and logs. They told the Sheriff: "We are entitled to a fair price for our farm products, and we are going to get it." And the Sheriff came back with—"We will not allow traffic to be stopt nor commerce to be interfered with." Meantime, milk was dumped, occasional shots were fired, cattle and milk were brought into Sioux City by rail. City dwellers were compelled to rely upon their home gardens for vegetables.

While this was going on, the executive committee of the Farmers' Holiday Association met in Des Moines, and heard reports of activity by similar strike-promoting organizations in North Dakota, Illinois, Montana, Indiana, Colorado, Kansas, and Oklahoma.

"It is a deep, damning shame, a blot upon the record of government and a challenge to American intelligence that good substantial farmers of Iowa, South Dakota, and Nebraska," should be driven to such straits and have to resort to such measures "in order to dramatize their plight before the eyes of the nation," exclaims the *Sioux City Tribune*—

"The farmers are acting in good faith. Theirs is a righteous cause. They are not sporadic Reds nor professional malecontents. They live in the best farming country in the world, and are not content to be denied subsistence and security for investments without a struggle. They have an inherent right to fight for homes and families."

"The tillers of the soil have sufficient provocation for definite action in some direction in an effort to survive," declares the *Sioux City Journal*. While it does not think the food supply will be seriously affected in its own section, it feels that the strike may spread farther, "including various agricultural States, and become a real force for economic justice."

In another Iowa city, the Council Bluffs *Nonpareil* calls the striking farmers sincere, honest, and patriotic, but it does not believe that their strike will either develop extensively or last more than a few days.

If this strike accomplishes nothing else, at least it is directing national attention to the extremely low prices now being received for farm products, says the Fort Dodge *Messenger*, which reports that the movement, so long as there is no resort to violence, has the complete sympathy of Iowa people generally.

"As a voluntary movement it is a dud," is the crisp comment of the Omaha *World-Herald* in Nebraska.

In North Dakota the plan is to hold wheat until the price is forty-two cents above the Winnipeg level, and then to market only 10 per cent. a month, so the Bismarek *Tribune* explains. The Bismarek paper adds that while this program may fall short of its goal, there is reason to believe that the price of wheat "can be raised some, and even a little will help." But in the same State the Grand Forks *Herald* comes to the conclusion that "wheat prices can not be advanced by the adoption of resolutions or the signing of pledges."

LOOKING around to discover the impression made on the rest of the country by the farmers of the Middle West, we find the New Orleans *States* suggesting that they are starting at an extremely favorable time—

"They have seen signs of recovery in several commodities. If the organization is a strong one, and if the members sit tight, they should be able to give the price trend a strong push."

But all over the country skepticism tinged with sympathy for the farmers is the prevailing attitude toward these strikes. In these days of rapid shipments, reasons the Milwaukee *Journal*, a farmers' strike has hope of success only if it can be made general all over the country:

"If farmers from coast to coast could unite in a refusal to supply the country's food markets, prices of foodstuffs would, naturally, soar, as the Farmers' Holiday Association hoped they would, but such a general refusal to sell is contrary to human nature and can hardly be expected. There are too many farmers."

Here is what the New York *Journal of Commerce* says:

"Such pathetically misdirected efforts at self-help show plainly that many farmers are incapable of realizing that they are infinitesimal units in a marketing organization that embraces vast areas, often the entire world. That is the reason why it has proved impossible to raise prices of major farm products by deliberate and concerted action, even with the support of governmental agencies and extensive cooperation of farmer organizations. What can not be done by extraordinary means and lavish expenditures of the taxpayers' money certainly can not be accomplished by local strikes of farmers pledged not to sell their milk, wheat, live stock, or other commodities until prices rise.

"The chief sufferer from a farmers' strike is usually the farmer himself. After a crop is made, the average farmer must sell in order to live, and sales at any price that covers the cost of getting commodities to market are better than destruction of the product or ignorant gambling on the chances of future improvement. The farmer must institute production strikes, not sales strikes, if he wants permanently to improve his condition."

However "well-intentioned the move may be, it is extremely doubtful whether it will accomplish anything," concludes the Sacramento *Bee*. It thinks that—

"Too many farmers taking part could be persuaded to withdraw and sell if a tempting offer were made. It is hard to refuse money when the banker is clamoring for his interest and the Sheriff is threatening eviction."

And the California daily advises the farmers that the most "obvious, immediate, and practical" answer to their problems lies in "well-managed cooperative marketing, which is, after all only another name for organization."

King Cotton's Drive on the Depression

DISASTER SPELLS DELIGHT as the joyous news of cotton-crop failure cheers the entire nation in one of the depression's queerest paradoxes.

Crop disaster: Better conditions.

Insane as it seems, that is the contradiction that thrills the South, encourages the North and East and West, stiffens the stock and commodity markets and heartens business everywhere.

In the reduction of one of our chief staples observers see another indication that the depression's back has been broken.

Hero of the hour, in another strange twist, is the boll-weevil, the cotton pest. For this year he has been more active than usual, eating heavily of the crop to make the reduction that boosts the price that helps the farmer who helps the country back to prosperity.

Cooperating with the weevil for the benefit of the grower was that other evil, bad weather. Thus, twin curses combined to evolve a blessing for Dixie's agriculturists.

What sent cotton kiting to an advance of five dollars a bale was an announcement by the Department of Agriculture that the forecast for this year's crop showed a drop of 5,790,000 bales from last year. This estimate, the lowest for August 1 since 1921, we read, places the crop at 11,300,000 bales. If correct, this would mean the smallest production since 1923, when it was 10,171,000 bales.

The news was electrical. Up shot the price of cotton.

And along with it wheat, corn, sugar, coffee, cocoa, rubber, hides, and silk. That was the immediate effect, and there was general confidence that the gains would be maintained.

Coupled with the Government forecast and helping to boost prices was the announced plan of cotton mills interests to buy the 3,000,000 bales held by the Federal Farm Board.

"These stocks have been regarded by the trade as a drag and an uncertainty on the market," says the *New York Times*, "and it is felt that if they are taken from the Government and placed, gradually but definitely, in the hands of those vitally interested in the commodity the technical situation of the market would be greatly improved." Then:

"With any appreciable upturn in general business conditions, in the opinion of the trade, the position of cotton is likely to be improved even more through increased use. Consumption of American cotton last year was 12,500,000 bales throughout the world. This year, with prices higher abroad than here, crops poor in Egypt and India, and demand heavy in the Orient, there is the prospect of an increase of at least 1,000,000 bales in consumption."

CCHEERFUL editorials spring up in the wake of cotton's advance. But many of them urge the Farm Board not to put its surplus on the market until conditions have become more stable; others hammer home to the farmer the old sermon about curtailing crops to avoid a surplus.

Apparently, the depression's tension has eased for everybody in South Carolina, for the Greenville *Piedmont* fairly chortles over what it calls "hot news":

"Farmers, mill people, merchants, professional people, men, women, and knowing ones among the children, are happy over the initial government cotton crop estimate of 11,300,000 bales.

"It means a higher price for cotton, a rising market for cotton goods, a better break for farmers, more employment in the textile field and elsewhere, and better business in general in this section.

"Every sign points to greatly improved economic conditions in general this fall and the belief increases—it is not yet a certainty, of course—that the turning-point has been reached in the depression."

AND a cheerful note also is sounded by the *Charleston Mail*:

"Not all of the kinks are out of the agricultural situation, but that an important start seems to have been made in this direction is cause for encouragement. With Southern and Western growers again on a profitable basis, this increased buying power will be felt in all channels of trade.

"The skies appear to be clearing."

"In this advance the soundness of the theory that curtailment of production is the key to the solution of the problem of unprofitable cotton prices, is vindicated," asserts the *Houston Post* in Texas, our largest cotton-producing State—

"If the cotton farmers of the South could have been induced two years ago to cut their acreage one-third or one-half,

the South would have escaped the depression, or, perhaps, the worst part of it. Overproduction of cotton has been the most serious obstacle in the way of economic recovery in the South. Now, it appears, that obstacle is being removed. With a crop nearly 6,000,000 bales under that of last year, that 13,300,000-bale carry-over will be far less of a weight on the market. Had this year's crop been as big as last year's the cotton-growing industry in the South would have been simply wrecked.

"There is prospect now of getting rid of the surplus. These events should encourage farmers in the future to do everything possible to see that supply does not outrun demand.

"Texas farmers this year have gone in for diversification. They can now see for themselves that it pays.

"It pays not only the farmer, but all those interests in the South whose prosperity depends on the farmer, and that includes nearly all business interests in this section.

"A rising cotton market will strengthen the entire business structure in the South. There is reason for genuine optimism in business circles generally over the trend of farm-product prices recently."

TAKING a general view of the agricultural situation, the *Washington Post* says that—

"Farmers now begin to see a dim light of returning prosperity. If they are wise enough to control production, to market their crops in an orderly manner through cooperative action, to practise business methods and turn their backs resolutely against all legislative nostrums, agriculture will return to its proper place in the American economic system."



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Turning the Corner?

—Orr in the Chicago "Tribune."

Why America Wins at the Olympics

WHAT A TRIUMPH!

Winning eight of the seventeen group contests, and scoring nearly three times as many points as the second highest nation, Italy, America emerges from the tenth series of Olympic games with honors surpassing any attained within twenty years.

Until the next Olympics, at Berlin four years hence, athletes



Acme

"She Breaks a World Record"

"As you would break an egg," says Arthur Brisbane of Helene Madison, Olympic champion swimmer. "She has won in every class, at every distance, every kind of swimming."

the world over will be debating the reasons for America's sweeping victory at Los Angeles.

Was it because we had the games in our own back yard?

Certainly this did not benefit the American milers and half-milers. The fastest 800 meters in all history was run by Thomas Hampson, Englishman, who came six thousand miles, reaching Los Angeles only a week before the games.

All the way from Italy came the winner of the 1,500 meters, Luigi Beccali.

THE foreigners to fail conspicuously were not the high-strung runners, but the shot-putters—just the type least likely to be affected by travel.

True, the Americans had the advantage of uninterrupted training, yet, as Mr. P. J. Abramson tells us, "we have the right to believe that Eddie Tolan and Ralph Metcalfe and George Simpson were so good that they would have outrun the world, even on a European track."

So with Bill Carr and Ben Eastman, whose records "indicate their utter superiority."

In the New York *Herald Tribune*, Mr. Abramson observes further that, "America won where it has most often won in the past. Generally, it remains a nation of field specialists."

To Mr. Arthur J. Daly, however, the secret of America's victory lies in the advance of technical knowledge affecting sports, and, wiring from Los Angeles to the New York *Times*, he says:

"It is not merely because of its characteristic and traditional superiority in the spring races that call for American speed that the United States scored so overwhelming a triumph, but more because of its marked advancement over competing nations in those events that put a premium upon technical perfection.

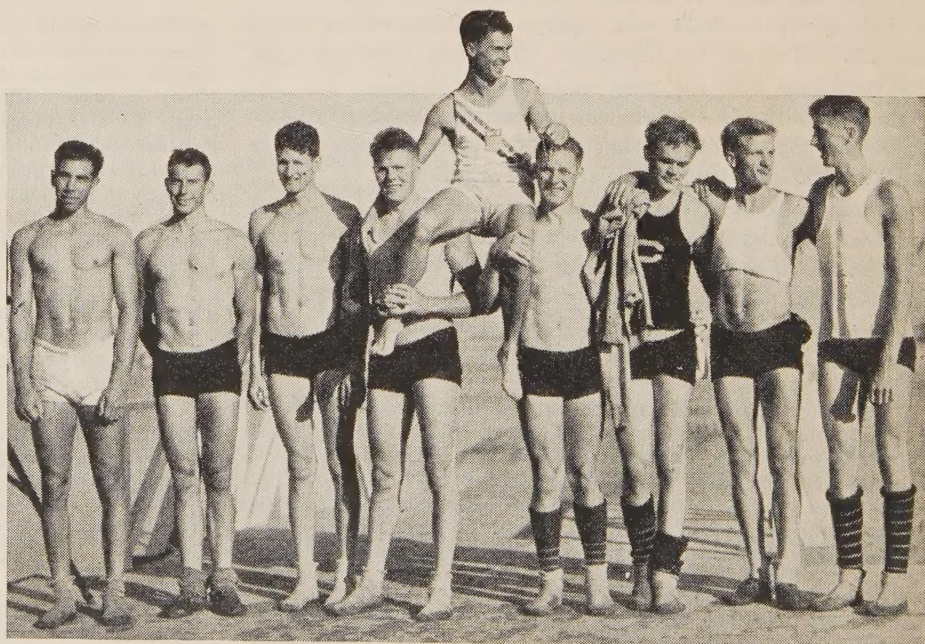
"An analysis of the roster of champions reveals that Americans prevailed in events that call for this exactitude—the shot put, the discus throw, the broad jump, the pole vault and the decathlon. And a California collegian from Canada won the high jump.

"The reason for this ascendancy is a simple one. Sport in this country has developed into a science. At the University of Iowa George Bresnahan has measured to a thousandth of a second the advantage that starting blocks give. A. C. Gilbert of Yale, whose hobby is the development of pole vaulters, has miles of film showing the proper technique of that most acrobatic of all field events. The Intercollegiate A. A. A. has made studies in wind tunnels to see what effect a breeze has on the discus and the javelin. Every college track coach has the aid of the laboratories to develop and expand various theories.

"Gone are the haphazard methods of a generation ago when a ten-foot pole-vault leap was worthy of a place in the family museum. Track and field is a specialized study that reaches from dietetics into the sphere of muscular reaction."

As a triumph in showmanship, however, the games leave no room for controversy. Despite hard times and predictions that the show would "be one of the flops of the ages," the Richmond *News-Leader* reports that:

"A two-million-dollar gate and one million attendance have made the Olympics held in Los Angeles the most brilliant and impressive athletic gatherings ever conducted. Not only were records smashed right and left, but the development of new stars has seemed to show conclusively that in stamina and muscular coordination the human race is not deteriorating. The United States has crashed through for spectacular victory, scoring its biggest gains in track and field sports, won the free-style wrestling championship against the world, and the majority of honors in the women's swimming contests. As the Associated Press points out, Japan's athletic prowess has been one of the sensations of the meet, and the Japanese have high hopes of landing the Olympics for 1940."



International

"Seemingly Without a Racing Weakness"

"A crew with power, speed, spirit and—" is Joe Williams's tribute in the New York *World-Telegram* to California's eight-oar rowing crew. Olympic champions.

TOPICS IN BRIEF

THE dove of peace, apparently, does more billing than cooing.—*Weston (Ore.) Leader*.

WOMAN Gives Birth to Son in Plane.—Head-line. Another case of being heir-minded.—*Atlanta Constitution*.

THE theory of relativity is a Congressman with fifteen relatives on the government pay-roll.—*Florida Times Union*.

WE gather from an article on the thoroughbred horse that it took two thousand years of selective breeding to produce the also-rans we backed last week.—*Punch (London)*.

WE ought to be out of the depression. Lots of us are just about out of everything else.—*Weston Leader*.

FAILING all else, European debtor nations might see what the R. F. C. can do to help them out.—*Virginian-Pilot*.

IF Chicago's financial plight lasts much longer, the teachers will not want back pay but pensions.—*Cincinnati Times-Star*.

BUSINESS is improving. Yesterday a Chicago merchant turned down a quarter merely because it looked phony.—*Montgomery Advertiser*.

THE depression is ending, for no apparent reason except that America is tired of sitting around and doing nothing.—*Dunbar's Weekly (Phoenix)*.

"BOOTLEGGERS aren't making a decent living now."—Volstead. There are those who think they never did make a decent living.—*Atlanta Constitution*.

GENE TUNNEY will enter the political arena as a Democratic speaker. Now if the Republicans can recruit Dempsey, there ought to be a right lively argument.—*Wichita Eagle*.

INDUSTRIAL items which the newspapers are printing these days have the look of smile posts on the road to recovery.—*Virginian-Pilot*.

IF the real article comes back, will there be sentimentalists who complain it isn't like the beer that father used to make?—*Detroit News*.

A WOMAN in Massachusetts has just divorced a husband who had previously divorced her. Still determined to have the last word, we suppose.—*Palm Beach Post*.

"MARRIED men ought to wear something to indicate plainly that they are married," says a novelist. They generally do—the suit they bought the year before last.—*The Humorist*.

VICE-PRESIDENT CURTIS is an Indian and Speaker Garner is a cowboy. Unless a lot of literature is inconceivably false, what is going to happen to Uncle Charles is just too bad.—*Nashville Banner*.

CERTAIN African tribes require that a man to be eligible to marry must be able to run, jump, swim, and fight. These items evidently are listed in the order of their importance.—*Atlanta Constitution*.

GEORGE BERNARD SHAW says that within thirty centuries children will talk as soon as they are born, which makes us rejoice more than ever that we live in the good old days.—*Rochester Democrat and Chronicle*.

THE man who seeks security can do no better than to buy a good one right away.—*Weston Leader*.

EXPLOSION Wrecks Chicago Lunchroom.—Head-line. Sounds as if a pineapple blew up.—*Arkansas Gazette*.

"THE world's trade is flat on its back," declares a business man. Now is its chance to begin looking up.—*The Humorist*.

"It takes lots of money to carry some of the States," says an experienced politician, who has discovered that cash and carry go hand in hand.—*Norfolk Ledger-Dispatch*.

THE War Department probably will not issue a campaign ribbon for the Battle of Washington.—*Clermont (Fla.) Press*.

ALAS! when people again have confidence, they will again have confidence in the wrong things.—*Publishers Syndicate*.

It must be admitted that Mr. Stimson is the greatest Secretary of State we ever have had for making Japan mad.—*Grand Rapids Press*.

AFTER shooting her husband, a Chicago woman sobbed at his grave: "I am going to miss him." She didn't the first time.—*Weston Leader*.

DIFFERING from his distinguished fellow New Yorker in Albany, Mr. Stimson's concern is for the Forgotten Manchuria.—*Virginian Pilot*.

OF course Mayor Walker is innocent. He never was in New York long enough to commit any of the crimes attributed to him.—*Dunbar's Weekly*.

So cancelation must depend on disarmament? In other words, if a man won't keep one promise, let him square matters by making another.—*Harrisburg News*.



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The Diplomatic Reception Seems Quite Unanimous

—Darling in the New York "Herald Tribune."

THE way to tell why men contribute great sums to a campaign is to wait and see what they get.—*Jackson (Miss.) Clarion-Ledger*.

ONE of the Northern banks is trying to teach the people what money is. How about sending out some free samples?—*Norfolk Ledger-Dispatch*.

"A NEW tool, using gunpowder for power, drives rivets through steel without the necessity of drilling." But can it fit the studs to a dress-shirt?—*Detroit News*.

It appears now that the most serious mistake of both Republican and Democratic national conventions was not promising to raise the price of hogs.—*Virginian-Pilot*.

INFERNAL machines have been bothering police a lot lately, but the only one that really bothers the average man is the one just in front of him on Sunday afternoons.—*St. Paul News*.

"WHEN a person's eyes are closed, the hearing becomes more acute," a medical writer tells us. This will be very consoling to clergymen who are addicted to lengthy sermons.—*The Humorist*.

ANY man whose assets inventory 25 per cent. of what they were three years ago has shown extraordinary financial acumen.

Any man whose assets inventory 35 per cent. of two years ago is a worker of financial miracles.

Any man whose assets inventory 50 per cent. is a darned liar.—*Nation's Business*.

The Achievement of the Ottawa Conference

DESPITE MUCH LAMENTATION in sections of the press of the Dominions and of England over the outcome of the Ottawa Imperial Trade Conference, much satisfaction is expressed in certain quarters for the actual achievement of what is now a historic event in the history of the British Commonwealth of Nations.

As the Vancouver (B. C.) *Province* sees it, "the Imperial Conference is not giving a market to anybody," but it is "doing something better," for, "in the long run, it is affording opportunity to win a market."

The sharpest conflict that arose at Ottawa, apparently, was due to the demand of the Australian, New Zealand, and Canadian delegates that Dominion products be protected against Soviet "dumping" in British markets.

That means, in effect, according to Ottawa Associated Press dispatches, that the trade preferences offered the United Kingdom might be abrogated if the British do not find some way to guarantee Empire products will not be undersold by the Russians.

For Great Britain, we are told, the Russian situation is complicated alike by a most-favored nation treaty, concluded between the old Labor Government and Soviet Russia, by British claims against Russia, and by outstanding trade credits.

Canada takes the view, as does Australia, it seems, that tariff preferences alone are of little use against Russian "dumping," as, owing to her economic system, Russia can undercut any ordinary preferences. What is desired is some more effective method, by quota or otherwise.

Meanwhile, these Ottawa Associated Press dispatches advise us that it is virtually assured the United States will have to fight harder for about \$50,000,000 of trade annually, if the proposed bilateral agreements are carried to fruition.

Some, it is said, believe trade with other Dominions would be affected more than that with Canada.

They recall the words of Lord Elgin, however, who, about 1847, when he was Governor-General of Canada, said:

"Trying to divert Canadian trade from the United States to the United Kingdom is like trying to make water run up-hill."

As far as the interests of Western Canada, and particularly British Columbia, are concerned, remarks the above-cited Vancouver *Province*, the Canadian delegates to the Imperial Conference have properly directed their drive, securing a timber market in Great Britain and everywhere throughout the British Dominions. At the same time, this daily reminds us:

"Expectations were rife that the conference would accom-

plish miracles, and when these miracles are not forthcoming there's a feeling of disappointment.

"What the conference is really trying to provide are new footholds for trade between Britain and the Dominions. It's nonsense to think there's going to be a transformation overnight.

"For instance, the prices of lumber to-day are so low that there is hardly any profit in operating anyway, but the preferences being provided should be effective in getting the swing and trend of trade started in the intended direction. All the primary industries are in the same position.

"For the present the small profit will have to suffice, and the industries, if they are to have a future, will have to use it as a springboard from which to reach the larger markets which the preference agreements are offering."

It would be a miracle, thinks the *Montreal Star*, if a number of public men could discuss and settle in four short weeks, all that had to be decided with regard to the "amazingly intricate, inextricably involved and world-encircling machinery of intra-Empire trade," and this newspaper goes on:

"The very physical and statistical bulk of the business would forbid any such short digestive process. No matter how fully the conference deals with disputed questions, there must be a lot of detail left for subsequent discussion and a later settlement. The general lines of settlement can be agreed upon. Major differences of opinion can be ironed out. But it is safe to say that our various governments will be considering undecided ramifications for a year yet. . . .

Ottawa wants an agreement as broad as she can get. But she does not want one so broad that it will either break down or crush the integral sections of the Empire that try to carry it."

To return to the disturbing fears of the Dominions about "dumping" by Soviet Russia into the English market.

The *Montreal Gazette* says with regard to the request for safeguards against Soviet competition, that "the United Kingdom Ministers have been in effect called upon to choose between Russia and the British Dominions," and it continues:

"The political consequences of making a wrong choice in a situation of this kind can not have been lost upon them, and this consideration, apart altogether from Canada's right to a fair return upon a very generous offer, ought to put the decision of the British delegates beyond doubt.

"As far as Canada is concerned this is one of the most important of all the subjects under discussion at Ottawa. It is obvious that the unrestricted dumping of Russian products in the British markets must go a long way in nullifying the advantages of preferences granted to the Dominion."

As the London (Ont.) *Advertiser* views the situation, the British Government is willing to restrict imports from Russia, and prevent real "dumping" at slaughtered prices. But, "it



A Canadian Record

Laying the foundation stone.

—A. G. Racey in "The Daily Star" (Montreal).

is not willing to impose an embargo which will cost British producers a great and growing Russian market."

Yet in the judgment of Frank Smith, editor-in-chief of the *Toronto Mail and Empire*, the "real strangle-hold" against which the Conference has had to struggle has been that of the commercial arrangements entered into with Russia by the late British Labor Government. He proceeds:

"Last year Great Britain bought more wheat from Russia than from Canada. It obtains about three-quarters of its lumber and timber from Russia and only an insignificant percentage from this Dominion. The United Kingdom purchases butter and other commodities from the land of Bolsheviks.

"To cooperate with Moscow to-day is to assist in undermining civilization and plunging nations deeper into confusion and chaos. The minority in Great Britain which favors the Soviet Republic is backed by powerful international bankers and selfish capitalists who fatten on slave-produced lumber and other Russian products.

"The forces thus indicated were so insidious that they almost succeeded in robbing the conference. Ultimate success is still hoped for."

BUT editorials cabled from the British Indian press to THE LITERARY DIGEST show the pro-government *Times of India*, which is said to represent the cause of British commerce, as urging "discretion in Britain's treatment of Russian trade," and the Nationalist *Bombay Chronicle* deprecates "malicious lying and anti-Russian propaganda."

On the other hand, the level-headed Nationalist *Madras Hindu* appreciates that the Ottawa Conference "did not attempt the impossible task of formulating an Empire economic policy, but encouraged the delegates and individual units to discuss the prospects of mutually profitable trade agreements." A cabled editorial to THE LITERARY DIGEST from the *Capetown Cape Argus*, an organ of the South African party, indicates complete satisfaction with the accomplishments of the Conference:

"The principle of reciprocity carried the day, and this means as much for the Dominions as for Great Britain, because only if British trade regains prosperity can she also continue to offer an unequalled market for products which virtually are unsalable elsewhere and which in the past have largely contributed to Dominion welfare."

IN sharp contrast is the melancholy tone of the *London News-Chronicle*, which seems to be greatly disappointed:

"From a purely Imperial view-point the forecasts of the Ottawa agreement are not inspiring. It seems perfectly clear that the net effect as far as Great Britain is concerned will be to restrict still further the channels of trade, at the same time limiting as severely as possible any negotiations for reductions in foreign tariffs while increasing the danger of a substantial and artificial increase in the cost of food and production in Great Britain."

Italian Fears of Tea

TO ABOLISH "TEA TIME" IN ITALY in favor of "wine time" is the sense of a resolution adopted by a national wine congress in Rome—the first of its kind in Italy—which met to encourage the consumption of home wines.

The congress, according to a Rome correspondent of the *London Morning Post*, marks another phase of the present Italian effort to combat foreign imports. It was impressed upon the delegates, we are advised, that in developing their mission of "dispensing liquid joy in direct contact with the public," they would be cooperating with the Duce in the fight for advancing Italian products.

In France, notes the *Manchester Guardian*, the consumption of tea has doubled in the past two years. But that can not happen in Italy, this daily points out, if Signor Marescalchi, the Under-Secretary for Agriculture, is allowed to have his way, and we read:

"Signor Marescalchi is of the same mind as Cobbett, who dismissed tea as 'slop-kettle,' and Calverly, who held that it was all right 'for Chinamen,' but most unsuitable for undergraduates.

"In opening a congress of hotel and restaurant proprietors at Turin, this Italian critic denounced 'the exotic habit of drinking tea,' and suggested that 'tea time' should be turned into 'wine time' by all patriots who are interested in protecting the vineyards of their country.

"Some may think that he runs the risk of seeing it turned into 'cocktail time' instead, a transformation which would hardly please the vine-growers. But perhaps in Fascist Italy, where citizens have been taught to do what they are told, the risk is not so great as it might be in other lands; the exotic cocktail, like the exotic teacup, might be swiftly suppress by an order from the Duce."



An Australian View

The Dominions to John Bull: "We'll get up better, dad, if we rope together."
—*The Herald* (Melbourne).

Yet in any event, thinks *The Guardian*, "tea time" can not be a threatening institution in Italy. Little tea is imported, and what does enter has to pay a tax of some five shillings a pound.

THE real point where the shoe pinches, it is argued, is not the increase in the consumption of tea, but the decrease in the consumption of wine. The same tendency is noted in other wine-producing countries, and we are advised:

"A French body which was recently established to press the claims of the vineyards has reported that in some Paris restaurants 135 bottles of mineral water are now sold for every 100 bottles of wine, and the vested interests concerned view such changes with apprehension."

The Guardian turns to the economic aspect of the question:

"Tho they may not care to say so in so many words, what they want is bigger and better wine-bibbers—and, tea or no tea, it seems to be rather doubtful whether they will ever find them.

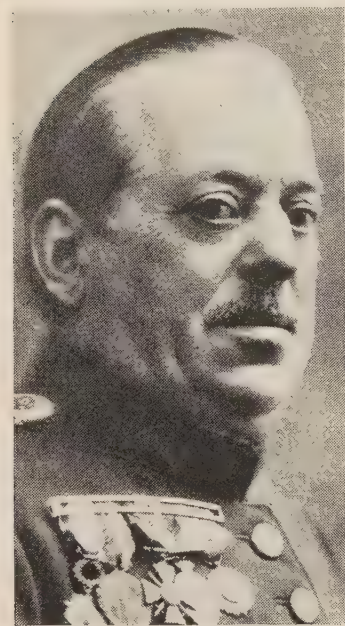
"For tho it is never likely to develop into world-wide and total abstinence, this 'flight from the vine' is a symptom partly of hard times and partly of changed habits, and it seems to be tolerably certain that wine will never again be consumed on the old scale even in the countries which produce it."

The Rebellion That Strengthened Spain's Republic

"THE MOVEMENT WAS CONVENIENT for our Republic."

So Premier Azana informed the Spanish Cortes after the government authorities had smashed Spain's twenty-four-hour Monarchist rebellion on August 11 with the arrest at Huelva of its fleeing leader, Gen. José Sanjurjo.

Throughout his address to the Cortes, reports one Madrid correspondent, he displayed the same nonchalant attitude he showed early the morning before as he smoked a cigarette on a balcony of the Ministry of War, while a machine-gun fight for his life was being waged in the street beneath him.



Wide World photograph

He Helped the Republic

Is the verdict on the unsuccessful Monarchist uprising in Spain led by General Sanjurjo.

Thus the result of the outbreak is summed up by Frank L. Kluckhohn in a wireless from Madrid to the *New York Times*. They gambled for a return to power, he says, and, paradoxically enough, strengthened, by their display of force against it, the régime they sought to destroy. It was a comedy of errors, he adds, darkened by the tragedies of death, wounds, and damage to property.

MEANWHILE, Madrid United Press dispatches inform us of a popular demonstration in Seville against the trickery by which General Sanjurjo induced the Army garrisons to rebel.

The rebel trickery is said to have aroused great public fury at Seville, despite the strong military forces dominating the city, and we read:

"General Sanjurjo had issued a proclamation informing the public that a revolutionary movement had occurred in all parts of Spain, and that the Government had been overthrown at Madrid.

"Then, while government forces were crushing the comparatively minor outbreak in the capital, the General directed the Civil Guards of Seville in seizing control.

"At first, he had only the guards as support, but after the proclamation was issued the Army garrisons joined him.

"It is understood that General Sanjurjo hoped to establish a 'republican' military dictatorship in Spain, with the Marques Cavaleante as commander of Civil Guards, and General Barrera as War Minister. Gen. Raphael Villegas was arrested near Cordoba by government officials.

"General Sanjurjo has long been a colorful figure in Spanish military affairs. He is a veteran of the Moroccan campaigns. He commanded the Civil Guards during the proclamation of the Republic in April, 1931.

"He accompanied former Queen Victoria to the frontier of France when she went into exile.

"He later served on a special mission to Morocco, but after an

indiscreet speech at the funeral of Civil Guards killed at Castil Blanco on New Year's Eve he was punished by transfer to command of the Carabineer Corps."

POLITICAL observers in Madrid, according to Associated Press dispatches from that city, express the belief that the object of the rebel movement was to enthrone Prince Juan Carlos, third son of ex-King Alfonso, who is now a cadet in the British Navy. He is nineteen years old.

Besides arresting Royalists suspected of complicity in the revolt, Madrid dispatches inform us that President Zamora signed a decree presented by Premier Azana providing for the seizure of "all estates and unmovable property of those implicated in the recent revolutionary movement."

Thus it is certain, say some Madrid correspondents, that numbers of huge landed estates will pass to the Government, as it is set down in the decree that this project constitutes a first step in carrying land-reform proposals into effect.

How the Royalist revolt in Spain is looked upon in the press of Spain and of England is disclosed in editorials specially cabled to THE LITERARY DIGEST.

Referring to the fact that 100 Spanish nobles were jailed for the revolt and 900 other Royalists seized, while the people clamor for condign punishment of the agitators against the Republic, *El Sol*, a moderate Republican newspaper, pleads not only for justice, but also for clemency, "a very Spanish virtue."

At the same time, it rejoices in the outcome of the uprising:

"The Republic obtained the biggest victory imaginable through the rebellion. Nobody now can doubt the political reality of Spain. Public opinion, the loyalty of the armed institutions, the police efficiency, the extraordinary solidarity of the Cortes with the Cabinet, the decisiveness of the Government itself, and the attitude of the Socialist party and Labor organizations contributed to the victory."

Among the Barcelona press, we find *L'Humanitat* declaring that it is time for the republican Government to show it has teeth:

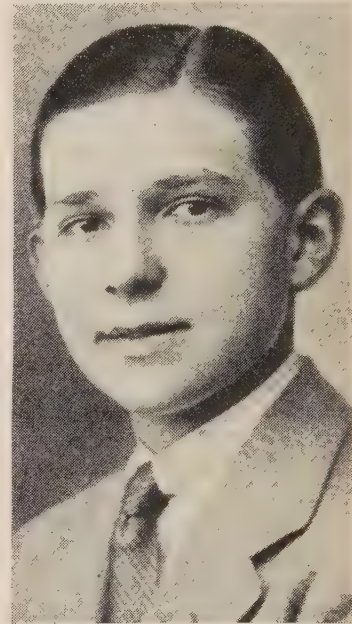
"In the first days of the new régime, the Government might have destroyed many things which are still standing. Now is the time to do it and to give rebirth to the revolution. The time has arrived to make the Republic feared."

In England, the *London Times* thinks that the too many Republicans have been unfair in their treatment of Monarchist opponents, and it argues:

"The constant unfairness with which too many Republican officials treated their Monarchist opponents, however moderate their criticisms, was calculated to provoke the Monarchist outbreak."

But the *Manchester Guardian* holds a very different view:

"The Government owes a debt of gratitude to Sanjurjo. The Republic has been given a chance to show its strength and to concentrate its forces. Sanjurjo mistook the growing pains of healthy infancy for signs of dissolution of the young Republic."



Wide World photograph

He Was to Be King

If the rebels had won, they say of Prince Juan Carlos, son of ex-King Alfonso.

The Red Peril's Spread in China

A YEAR HENCE, IF THE RED PERIL has not been checked in the interval, a Communist China may have become a real possibility.

This is the prediction of some English-language editors in the Far East, who urge upon the Nationalist Government of China the dire necessity of combating the inroads of Russian Red propaganda and conversion among China's four hundred millions.

As long ago as May 21 of this year, *THE LITERARY DIGEST* cited a Russian influential monthly, published in Moscow, as claiming that "200 out of 773 districts of Central and Southern China were under the control of the Soviet Government of China."

This publication, *Molodaya Gvardia*, also declared that the population of these 200 districts is estimated at about 60,000,000.

It was stated also that the Chinese Red Army, numbering about 150,000, had been able successfully to fight off "the third campaign undertaken by the Nanking generals against the Chinese Soviet areas."

Now a distinguished authority on Chinese affairs, H. G. W. Woodhead, Editorial Associate of the Shanghai *Evening Post*, speaks

alarmingly of the fact that the Chino-Japanese hostilities in Manchuria and Shanghai have resulted in the relaxation, if not the complete abandonment, of the Central Government's efforts to cope with the Red menace in China.

In an American-owned Tokyo weekly, *The Transpacific*, Mr. Woodhead recalls that a little more than a year ago, Gen. Chiang Kai-shek left Nanking for Nanchang, personally to direct the anti-Communist campaign in Kiangsi.

The large-scale military operations he then initiated, we are told, were only partially successful.

Heavy rainfall, followed by extensive floods, and the revolt of Gen. Shih Yu-shan and the secession of Canton, interfered with the campaign, which came to a complete standstill after the Japanese coup in Mukden and the inauguration of systematic military operations for the subjugation of Manchuria. Mr. Woodhead continues:

"The anti-Communist campaign was suspended by the government forces. But the activities of the Communists did not cease.

"They resumed their activities in Hupeh, Kiangsi, and Fukien, and slowly but surely regained lost ground, and occupied additional territory, until to-day they have well-nigh succeeded in creating a semicircular belt, enclosing Chekiang and the lower Yangtze, and extending almost from coast to coast through Fukien, Kiangsi, Hunan, Hupeh, Anhwei, and Kiangsu.

"There are still gaps in this belt, both in the coast regions and north of the Yangtze between Kiukiang and Nanking."

How far genuine Communism underlies the subversive activities of the Chinese Reds has yet to be revealed, Mr. Woodhead holds. But undoubtedly the leaders of the movement have exploited the misery of the impoverished, hunger-stricken masses, and he goes on:

"A population rendered desperate by flood and famine is not likely to analyze the motives and the theories of those who promise it deliverance.

"It can easily be made to believe that its governors and the traditional social system are responsible for its sufferings. And once that belief is instilled, the masses will only too readily join in a campaign of terrorism and destruction, instead of seeking to reconstruct their lives along the old lines.

"The real menace is not Communism, but the causes of Communism. And these it is difficult, if not impossible, for an impoverished government to eliminate.

"Military operations on a sufficient scale to suppress the armed forces of the Reds must be expensive; but such operations accompanied by sane and systematic efforts to improve the economic condition of the population in the reconquered areas must be even more costly.

"It will be hopeless to attempt to cope effectively with the Red menace without counting the cost, and taking the necessary steps to meet it.

"Yet this is now the most urgent of the many problems confronting the National Government.

"For nearly nine months it has been ignored while Manchuria and Shanghai have monopolized attention.

"If another nine months be allowed to elapse without heroic

efforts to deal with the Red peril, the belt that now almost encircles the lower Yangtze will probably be completed and the rest of China will be completely isolated from Shanghai, so far as land and river communications are concerned."

IT is unnecessary to exaggerate the danger, Mr. Woodhead avers, but it ought to be "recognized and faced." The Chairman of the Hankow British Chamber of Commerce was not an alarmist, he declares, when he told the annual meeting of that body many weeks ago that "Hankow is, in fact, an island upon whose shores the waves of Communism are encroaching like an ever-increasing tide." Mr. Woodhead then relates:

"Hankow very narrowly escaped disaster in February last, when but for the fact that the local Chinese Chamber of Commerce managed to raise some eight lakhs of dollars for payment of arrears to the local garrison, it would probably have gone over to the Reds.

"The danger of cooperation between the Reds and unpaid soldiery is constantly arising in other centers.

"It will continue to recur until the anti-Communist campaign is adequately financed, and continuously prest.

"The Red peril is infinitely more serious to-day than it was a year ago. A year hence—if it has not been checked in the interval—a Communist China may have become a real possibility.

"For the Government can not continue to exist indefinitely on the revenues of a port which is steadily becoming isolated from its up-country markets, and the sources of its export trade.

"To save the country from the anarchy, chaos, and interminable bloodshed that would result from another year of unchecked Red activities ought now to be the primary concern of the National Government.

"Its very existence must depend upon an early solution of the financial, political, and military problems which have arisen as a result of the activities of the Red armies during the past eighteen months."



A French Warning

"The Chinese dragon will surprise the entire world when it has been fed long enough by the Russian bear."

—"La Victoire" (Paris).

LETTERS AND ART

LITERATURE / DRAMA / MUSIC / FINE-ARTS / EDUCATION / CULTURE

Oliver Herford Adopts "William Shakespeare"

A DISTINGUISHED RECRUIT TO THOSE who have "sot up agin" Shakespeare is Oliver Herford. How long Mr. Herford has held his belief that the vague resident of Stratford did not write the plays and poems one doesn't know. At least one can say that his column in the New York *American* is the first public intimation that he is or has been an anti-Stratfordian.

Of course, it is no small company that he thus joins. Many people, puzzled over the little personal knowledge we possess about the man Shakespeare, and that little far from implying a great genius, have been content with the remark that if "Shakespeare didn't write the plays it was another man with the same name."

This other man, according to Mr. Herford, was Edward de Vere, Earl of Oxford, whose pseudonym was "William Shakespeare."

The man to whom a memorial theater was dedicated at Stratford-on-Avon lately gets short shrift from Mr. Herford:

"This Shakespeare was a Stratford villager of whose education and culture nothing is known; whose signature was an illiterate scrawl; who knew no language or country but his own; who became an actor in a small way, but had other and more lucrative connections with the theater which in a few years enabled him to return to his 'home town' and give his entire attention to the buying of land and the selling of malt, and never another thought to the production or publication of the plays he was supposed to have written.

"I can hear the stricken reader, in tones of anger and incredulity, exclaiming: 'Why, how do you get that way?'

"I get that way by reading an epoch-making book entitled 'Shakespeare Identified,' by J. Thomas Looney, and 'epoch-making' is no overstatement.

"Mr. Looney's masterly presentment of irrefutable evidence that Edward de Vere, the seventeenth Earl of Oxford, was the author of the plays and other works attributed to William Shakespeare has, in the brief decade since its publication, started both in England and on the Continent a revolution to depose the Stratford impostor whose fantastic usurpation of the throne of genius has befuddled the world for over three hundred years.

"A society has been founded known as the Shakespeare Fellowship, whose membership includes some of the foremost Shakespearean scholars in England, and under theegis of this fellowship no less than forty books, all in support of the Oxford authorship, have been published in the last three or four years."

WHEN Mr. Looney's book was issued in 1926 by Cecil Palmer in London, the name of the writer naturally became a butt for the adherents of the traditional Shakespeare. Since then a long series of books on the Shakespeare-de Vere theme has been issued by the same publisher. One of these is "Seven Shakespeares," by Gilbert Slater, in which we find accounts of such

claimants-as Francis Bacon, the sixth Earl of Derby, the fifth Earl of Rutland, the seventeenth Earl of Oxford, the Sweet Swan of Avon, where "Shakespeare" is incarnated in a woman, Sir Walter Raleigh, and Christopher Marlowe.

It is only the Oxford case that interests us here, and we quote

Mr. Slater's summary of Mr. Looney's findings:

"The method Mr. Looney adopted was similar to that used by Scotland Yard when called upon to investigate a burglary or a forgery. It was (1) to tabulate the indications which the works supply of the probable characteristics of the author, (2) to select one outstanding feature as a clue, (3) to discover some man who satisfied this test, (4) to see if that man possess the other distinguishing characteristics tabulated, (5) if so, to investigate his life, his actions, and his personality, in order to see if they were reflected in Shakespeare's works, (6) if they were, to look for and apply further possible tests, (7) and lastly, to ascertain what personal connections there were between the newly discovered author and previously reputed authors.

"In applying this method Mr. Looney found it was necessary to begin the search by looking for a lyric poet of recognized talent, an eccentric or at least unconventional man of genius, of pronounced literary tastes, and an enthusiast for the drama.

"Next, he concluded that the true Shakespeare was clearly an aristocrat, 'Kings and Queens, Earls and Countesses move on and off his stage as to the manner born. . . . It is rather his ordinary citizens that are automata walking woodenly onto the stage to speak for their class. . . . It is not merely his power of representing royalty and the nobility in vital personal characters but his failure to do the same in respect to other classes that mark Shakespeare as a member of the higher aristocracy.'

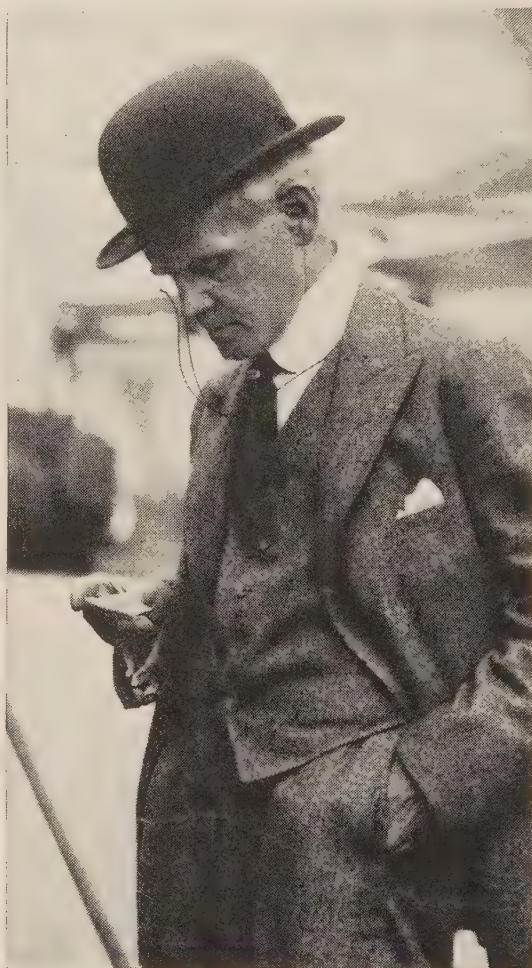
"The historical plays indicated Lancastrian sympathies; other plays enthusiasm for Italy, love of music, familiarity with sport, especially falconry; improvidence in money matters, a preference for Catholicism in comparison with Puritanic Protestantism combined with some skepticism, and a man 'doubtful and somewhat conflicting in his attitude to woman.'"

A PORTRAIT of Edward de Vere, probably painted by a Flemish artist in Paris, and now owned by the Duke of Portland, receives Mr. Herford's attention. It may be found as the frontispiece to "The Seventeenth Earl of Oxford," by B. M. Ward (John Murray, London). It would seem that the Stratfordian is even in danger of losing his own portrait:

"Any one looking at this picture would suppose it to be one of the accepted likenesses of William Shakespeare.

"The resemblance is quite startling—the unusually high forehead, the arched eyebrows, the thin mustache well above the upper lip, the familiar three-quarter-face pose, and the same costume all as shown in the Droeshout engraving of the First Folio.

"The alleged portrait of Shakespeare in the First Folio was in



Oliver Herford

After "reading an epoch-making book," forswore his allegiance to the Stratford Shakespeare.

all probability engraved from the Duke of Portland's portrait of Oxford and contributed to the folio by Susan, Countess of Montgomery; Elizabeth, Countess of Derby, and Bridget, Countess of Berkshire, the Earl of Oxford's daughters, who, as the inheritors of the Oxford manuscripts and rights, are now believed to have been the sponsors of the publication of their father's plays under his pseudonym of 'William Shakespeare.'

"As for Mr. Shakespeare of Stratford, he is not known to have had the remotest connection with their publication, or even to have taken the slightest interest in it."

Finance and Kreugerism on the Screen

STOCK OPERATORS, banks, and Ivar Kreuger are about to flicker on the screen.

Such topics are likely to strike a chill to some, but for that very reason John S. Cohen, Jr., of the New York *Sun* thinks they will draw people to observe their erstwhile enemies.

"The people who had Kreuger and Toll stock, and who thereby acquired an interest in Kreuger's life, are legion enough to comprise a goodly percentage of the audience for films about him."

Finance is rated to be "a difficult topic to dramatize to make interesting." But "American Madness" and "Skyscraper Souls" are trying out the financier.

Mr. Cohen speaking:

"Financiers, in the last twenty years, have been the kings of the earth, the rulers of the land, seas, sky, and air. They have had more prominence than ever before. The public had begun to stand in awe of them, to regard them as magical wizards who brought order, intelligence, prosperity, and kindred blessings.

"Now, the public begins to doubt a bit—but still they are just as contemporary, just as newsy and fresh as thematic material. Yes, the public begins to doubt a bit at the moment and, particularly during the depression, the public has even had moments of indignation as well as doubts.

"During the inflation, of course, with twenty million people speculating in the market, finance, money, and the attending networks surrounding it became almost ready-made dramatic topics. It has never happened this way before, and thus there has never before been a complete cycle of plays or movies about finance.

"This isn't true of novels. Indeed, a goodly percentage of our foremost novelists' books have been around gigantic, ruthless figures of finance. You recall, of course, Mr. Dreiser's 'The Financier' and 'The Titan,' among others.

"But the theater and the movies have never taken up money and its manipulators in a big way."

MR. COHEN pleads for his theme:

"Why hasn't a play or a talkie about finance and a financier been truly fine?

"The network of money is certainly an important background even tho many people may consider it dull. Certainly, too, the prominence of financiers, of financial giants—holding, as they do, the fate of nations and people in their hands—give them a certain amount of glamour as theatrical figures. The world of money during the last few years, in fact, has been quite exciting.

"None of the plays or pictures about it, however, has been more than second rate. If Mr. Dreiser has done it as first-rate literature in 'The Titan' and 'The Financier,' why hasn't any playwright been able to do it?

"I suppose that the only answer is that those who have written about finance have sought a theatrical claptrap suspense rather than real and genuine character portraits of men who devote their lives entirely to amassing fortunes through either a thoroughly selfish view-point or through a desire for power.

"The very fact that his personal estate was valued at only \$73,160," writes V. F. Calverton in *The Spotlight* anent Mr. Kreuger, 'while his personal power was great enough to save and shake nations is sufficient proof that Ivar Kreuger was moved by a deeper motivation than the acquisition of personal wealth. Kreuger's fundamental interest was in power and not in wealth. Wealth was important only because it provided power. He was a megalomaniac who used finances as Alexander

the Great or Charles XII used armies for the fulfilment of their grandiose conceptions and ambitions.'

"That is the sort of thing, I suspect, that has been missing from plays and films about financial giants. In other words, deep characterization, inner motivation, and genuinely characterized writing have been largely left out—the financial figures having been simply thin etchings, thin skeletons contrasted against their world.

"I'll say this, tho, that if the talkies continue as relatively intelligently with the world of finance as per 'Skyscraper Souls' and 'American Madness,' we are on the way to getting good dramatic literature about finance.

"There is something the matter with both of these films, but their atmosphere has a truly genuine ring about it!"

No Jazz on Russian Air

PEOPLE NOT STRICTLY ATTUNED TO JAZZ—and there may be some such, should find Russia a paradise of sorts.

There is "a total absence of jazz and popular music on the Russian air waves."

So says Mr. Albert Coates, the English-Russian conductor,



From "The Seventeenth Earl of Oxford" (John Murray, London)

Edward de Vere, Earl of Oxford

"Any one looking at this picture would suppose it to be one of the accepted likenesses of William Shakespeare."

now holding the baton over the Philharmonic-Symphony Orchestra at the Lewisohn Stadium, New York.

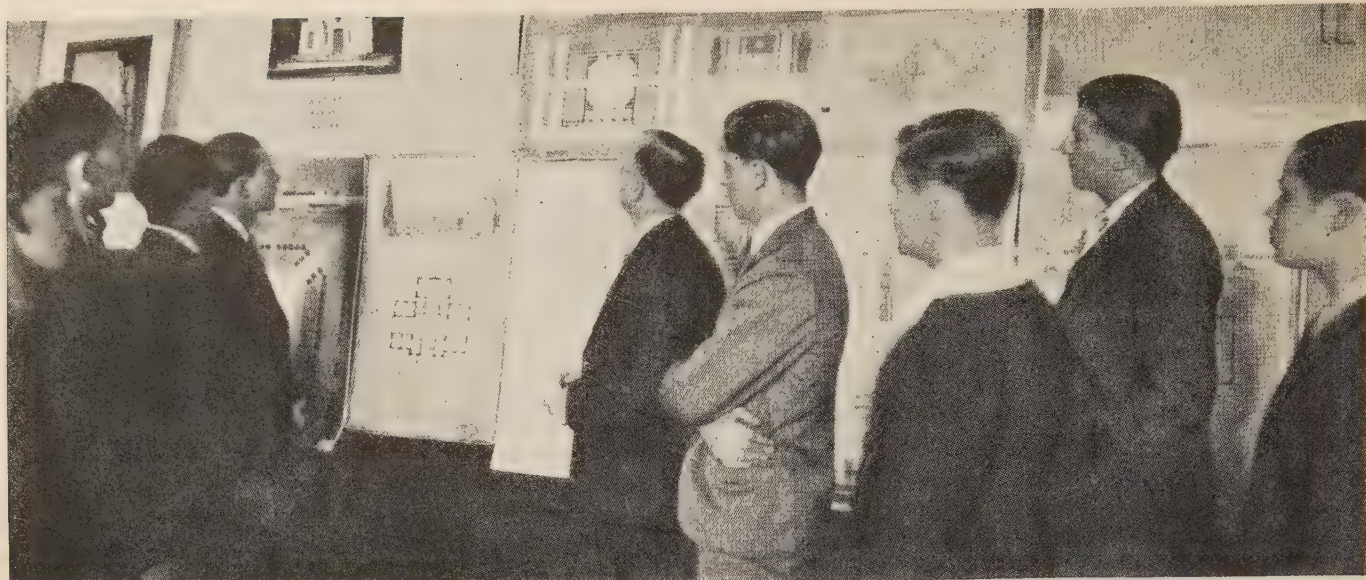
Also there is a "lack of comedy and shorter broadcasting hours."

There may, therefore, be less temptation there to tune in and go about one's business indifferent as to what results.

In *The Musical Leader* (Chicago), Mr. Coates, six foot, broad shouldered, waving his wand with the breadth of the Russian steppes, seems to imply that he likes his quiet moments:

"Radio has been developed to a remarkable degree in Russia during the past few years. The broadcasting studios, outfitted with the latest modern equipment, are among the most beautiful buildings in Moscow. The finest musicians of the country are heard in frequent broadcasts, and the popularity of the programs has increased appreciably.

"In technical methods both for network broadcasting and



Courtesy of Virgil L. Johnson

A Philadelphia Group of Schoolboys Study the Esthetics of Architecture

single-station transmission, the Soviet stations are very similar to those in America, probably the greatest difference being in the amount of power used. In this country, I understand, the maximum power output in general use is 50,000 watts, whereas in Russia there are stations with more than 100,000 watts power.

"A government ban on jazz prevents any performance of popular American melodies and your so-called 'hot' music. Similarly, the dramatic skits and the many comedy presentations popular in the United States are replaced in Russia by talks by government officials and authorities on a wide variety of topics. About four hours a day are devoted to symphonic music in the large Russian broadcasting stations. The radio orchestras rank with the best in the country, and the leading conductors of the Soviet direct the programs.

"There is one other great difference between the Russian and American systems of broadcasting that is worthy of mention. Your stations remain on the air a full eighteen hours a day without a break, presenting an unbroken series of varied programs. In Russia there is a complete cessation of broadcasting around dinner time, and the stations are off the air from about 4:00 to 6:00 or 6:30 P. M. Similarly, the total number of hours on the air is much less in Russia than in this country."

Architecture in Public-School Courses

ARCHITECTURE MAY BE LOOKED UPON as too technical a subject for general appreciation.

But Philadelphia believes in making the subject familiar to school children, whence, should the practise be widely adopted, we may look to improvement along our highway.

Since 1928, public-school classes in Philadelphia have been given "practical instruction in art subjects in the new museum."

The public-school classes are conveyed to the museum in school buses, where they are conducted through by the supervisor of art, who explains the architectural features of the building, and discusses with the pupils the art and beauty of the various collections.

Impressions received by the pupils are reproduced in school compositions.

The value of this instruction is set forth by Virgil L. Johnson in *American Architect* (New York):

"The Parthenon of history became a real structure, and columns representing the different orders were better understood and recognized in local architecture; pictures adorning the school walls took on a new significance, and the children express a desire to purchase reproductions of some of the paintings in the museum,

which indicated the educational value of such pilgrimages. Two years and a half have elapsed since the inauguration of public-school classes at the museum, and during that interval thousands of children have benefited by this experience.

"The appointment in May and February, 1930-31, of regular museum instructors for public-school children made it possible to carry out the project of organizing classes for selected groups of specially talented high-school students. Through the courtesy of the museum authorities, an appropriate classroom was set aside for this purpose and suitably furnished and equipped by the Board of Education.

"Two classes, composed of selected pupils specializing in art in several high schools, were organized last term. These classes have been held on Wednesday afternoons, after school, and Saturday mornings throughout the school year. The Board of Superintendents, recognizing this unusual educational opportunity, has passed a resolution granting extra credit toward graduation to students who complete the course.

"The work of the committee has been further extended during the past year under the chairmanship of Robert R. McGoodwin. In addition to the public high schools, an exhibition was held at the Boys Catholic High School. During this exhibition Frank R. Watson address the junior and senior classes, presenting the subject of architecture in his usual interesting and enthusiastic manner.

"The work of the Chapter committee has been of interest to those who believe that no man is broadly educated without a knowledge of architecture. Felix du Pont, Vice-President, E. I. du Pont de Nemours and Company, has said, 'I think that all educated men ought to have at least a short course in the history and principles of architecture. Finally, I believe that boys before choosing their college course ought to have constantly held before them by lectures given in their schools, the importance of a broadening education to prepare them to get the best out of life.'

THE museum visits may be taken as the finishing courses supplementing circulating exhibitions of student work from the T Square Club Atelier. We read:

"The drawings are exhibited for two weeks in each of ten selected high schools. When the exhibition opens, an architect gives a talk in the school auditorium on architecture. The purpose of this talk is, in general, to bring the exhibition to the attention of the students, awaken an appreciation of architecture, and at the same time stimulate a desire for the beautiful in building. In some cases, entire classes accompanied by an instructor make special visits to the exhibit, and keen interest is aroused.

"To accurately measure the amount of real educational work of these exhibitions is, of course, problematical, but it is safe to say that this exhibit in the ten schools was brought to the attention of about 30,000 day students and 20,000 evening-school students. The important fact is that the subject of architecture is brought to the attention of 50,000 young people at a period in their lives when impressions are most enduring."

RELIGION AND SOCIAL SERVICE

Making Posters Work for Peace in Europe

SHE SCREAMED HER TERROR from the bill-boards. With deadly precision, an air bomb was dropping upon the woman, who convulsively prest her baby to her breast. In the distance a squadron of bombing planes was flying away.

All Paris stopt and looked, shuddered, and asked questions.

In a short time, no less than 20,000 of these posters were attracting attention throughout France.

Representatives of the Quai d'Orsay were dispatched to find out who had pasted these shocking disarmament posters on the bill-boards of Paris—who was responsible for their dramatic, dynamic message.

These officials found out that the posters were the first efforts of a newly created organization for peace propaganda by graphic means.

The story of this organization is told by Mr. Louis Cheronet in *Arts et Metiers Graphiques* (Paris). Jean Carlu, an advertising artist, decided that the ideals of disarmament and world peace would always remain sterile and ineffective unless graphically dramatized for the masses. The printed word, he was convinced, was not enough. The reality of war, the horror of mutilation, the physical torture of wounds, he explained to his associates, must all be graphically shown, brought close to the eyes of the man, the woman, the child in the street.

This twentieth century of ours, this passionate lover of peace insisted, is a century of the masses. The necessity of disarmament must be demonstrated to these crowds in the simplest and most concrete form. For it was thus that the great simple truths of Christianity were sown in the Middle Ages. As interpreted by Mr. Cheronet in *Arts et Metiers Graphiques*:

"It seems right to trace a parallel between the Middle Ages, when religious faith was spread, maintained, and strengthened by pictorial propaganda, and our own era, in which we witness the reign of the pictorial image everywhere—on the bill-boards, on the screen, in newspapers, aiming its appeal always to the masses, and becoming thus the instrument of powerful suggestion, from which no one is immune—an instrument with the power to realize the best or the worst, and the meaning of which can be understood by all.

"The magnificent outburst of painting and sculpture, which decorated the cathedrals and the churches from the twelfth to the sixteenth centuries, is not so much the reflection of an intense faith as it is, if you wish, a massive and multiple manifestation of the advertising of the divine concept and religious beliefs.

"Fervent, inspired, sincere advertising, be it understood—

but advertising just the same, which did not overlook any means to popularize the images of its faith."

With this noble and inspiring example before him, Jean Carlu and his group, experts all in the crafts of advertising art, founded the "Office of Graphic Propaganda for Peace." Their aim would be to advertise peace—to "sell" the idea of disarmament—exactly as they might try to sell any commercial product. They would aim, they assured themselves, to convince the discordant populations of Europe that peace was a basic necessity of their lives. Of this unprecedented effort, Mr. Cheronet writes:

"Analyzing such a program, so vast and so generously ambitious in its simplicity, one can see that only a reasonable application, based on profound and experienced knowledge of the psychological effects of the advertising art, can effect the desired end.

"Only a wide-spread campaign, a thousand voices tirelessly repeating everywhere the word Peace and its images, could ever succeed in creating a state of natural receptivity from which might sprout reasonableness and renunciation of self-seeking."

To make posters work effectively for peace, Jean Carlu told his colleagues, requires expert knowledge of how to "play on the keyboard of psychic reactions and unconscious reflexes." It is no work for the amateur. If the people of Europe are, by this method, to be vaccinated against the virus of war, technical skill must support idealism.

To bring about this desired result, the Office for Graphic Propaganda enlisted the cooperation of such leaders of the advertising profession as Lucien Vogel, Maximilian Vox, Charles Peignot, Robert Land, André Vigneau, and Edouard Dolléans, with Raymond Patenôtre, under-secretary of State for National Economy, as honorary president. The organization is independent of party affiliation.

This society is not duplicating the effort of any other European organization working for disarmament, asserts Mr. Cheronet, who writes:

"Certainly, numerous associations and groups working for peace are already accomplishing admirable results, but their efforts must be completed by activity directed straight at the great public, comprising, in addition to the distribution of tracts and brochures, wide-spread billing throughout France of large-type manifestoes, illustrated posters . . . even motor-caravans, trucks carrying these materials from town to town, organizing meeting and motion-picture showings.

"The Office for Graphic Propaganda must put its facilities to the service of peace groups, which most often only appeal to the



Courtesy of Arts et Metiers Graphiques

"For the Disarmament of the Nations!"

No less than 20,000 copies of this arresting poster by Jean Carlu and Andre Vigneau were pasted on the bill-boards of France.

intellectual élite, which is already converted, and which use only ordinary, mediocre means conceived, alas! by people whose goodwill can not compensate for technical incompetence."

To place antiwar posters on the bill-boards of France is not enough, these propagandists for peace admit. The peoples of other European countries must also be vaccinated against war. With the aim of making the work international, Jean Carlu has already succeeded in arousing the interest of peace workers in both England and Germany.

In London, according to *Arts et Metiers Graphiques*, Mr. Carlu explained his aim to Prof. Gilbert Murray, head of the League of Nations Union, which groups together all British peace societies, and was assured of the cooperation of Mr. Huxley, director of the Empire Marketing Board, which has decided upon the foundation of an organization similar to the French "Office."

In Berlin, Dr. Frenzel, president of the German group of the Continental Advertising Union, and publisher of *Gebrauchsgraphik*, receives the new idea with enthusiasm. According to the French writer, Dr. Frenzel has already gathered together a distinguished group of advertising experts to carry on this "prophylactic" work in the bellicose Reich.

Subsequently Professor Frenzel wrote to the initiator of this new idea:

"The associations of specialists in advertising and printing will constitute our working committee. The working out of projects for peace propaganda should be entrusted only to the best artists, and to advertising technicians of the widest experience.

"We shall keep you informed without delay of the success of our efforts; and we propose that all material shall be put on an exchange basis. Moreover, the German group will always be disposed to help in the foundation of English and American groups. My magazine, *Gebrauchsgraphik*, will be put, in so far as possible, to the service of the common cause.

"On returning to Paris, I pray you to tell your friends, who are mine equally, that collaboration with Germany is absolutely assured, and that soon we shall have an organization strong enough to spring into action."

A New Plan to Meet Old Church Debts

"A COMMUNITY WITHOUT A CHURCH would offer little promise for the future of any bank, and a community willing to be without a church would be a poor banking risk."

Admitted, agrees a writer in *The American Bankers Association Journal* (New York); but remember that "banks are not eleemosynary institutions." And our Standard Dictionary tells us that "eleemosynary" means "existing for the relief of the poor."

"Admitting sound business as well as the moral obligation on the part of a bank to aid its community in the construction of churches, the fact remains that the bank must consider a church loan as a business transaction to be conducted upon business principles."

Never, according to this writer, who hides behind the pen-name of "A. G. Everett," have debts hung so heavily upon American churches as at present. Decreased deposits, overdrafts, defaults on current accommodation, current deficits, defaults in long-term obligations, building debts—all these afflictions weigh so heavily upon the majority of our churches that banker church trustees are called upon for help and rescue.

Not only to trustees, but to creditors as well, church debts present an acutely embarrassing problem, especially in the smaller cities and towns.

Of the total amount of bonds issued for church-construction purposes, we read, between \$16,000,000 and \$17,000,000 are now in default. No less than 292 churches in this condition, we are informed, have been refused aid for refinancing.

If loans are not to be foreclosed, something like \$5,485,000 is needed for refinancing.

Foreclosures are frequent. But foreclosure is no solution. "What can a creditor, especially a bank, do with a church building acquired under foreclosure?"

What is the way out?

In *The American Bankers Association Journal*, this writer, said to be a former government official, suggests a revolving loan fund, already proposed and interpreted by one national church organization in New York. This plan was presented, in the rough, we read, before the National Conference on Church Architecture, and subsequently to other organizations, by Rev. A. B. Keeler, director of the department of buildings of the board of national missions of the Presbyterian Church. As summarized in the bankers' monthly:

"It proposes to establish a revolving loan fund of \$10,000,000, to be advanced by ten men.

"The subscriptions are to draw 3 per cent. interest. The money is to be loaned at from 4 per cent. to 5 per cent. interest to all regularly organized and incorporated Protestant churches on first mortgages.

"The loans are to be made for refinancing loans on buildings used for church purposes, and for the construction of new buildings where the advance is the sole lien on the property, and where such churches do not enter into competition with others serving the same field. The corporation also would be empowered to purchase bonds or other church securities at a discount either as a means of refinancing or as an investment for the corporation.

"The spread between the borrowing and lending rates, estimated to produce about \$100,000 annually, would be devoted to paying the expenses of the organization—estimated at about \$40,000 a year—with the balance to be turned into a 'silent loan fund' for the assistance of churches in acute need of relief. Loans would be made at not to exceed 50 per cent. of the cost of church and real estate, or the appraised value, whichever is lower. They would run on an amortization basis for not over twenty years.

"The plan contemplates the use of \$7,500,000 of the fund for the refinancing of present loans, with the other \$2,500,000 to be used upon new properties. The loans may be arranged on the basis of bond issues, in which event the organization would take up to half of the issue, provided it does not exceed 50 per cent. of the value of the property, and in no case would the organization compete with investment bankers."

OLD hit-or-miss methods are no longer adequate for church financing, we are warned. The whole problem should be handled along broad national lines. Local banks will continue to hold the major responsibility in the opinion of "A. G. Everett," but the revolving fund seems a necessity to tide churches over such crises as the present one.

That church finances and deficits run into big money is indicated by the fact that churches are among the largest single real-estate items of our national wealth. The writer in *The American Bankers Association Journal* recalls that the church census of the United States for 1926 estimates the value of church edifices and sites—not including parsonages or other property—at \$3,839,500,610. Parsonages are valued at \$475,436,746, as well as schools, hospitals, orphanages, and the like to an unknown value. About 22 per cent. of the churches, 44,173 in number, reported mortgage debts amounting to \$432,450,158. They also owe \$44,405,871 on their parsonages, and an unknown amount on other property. "That is an average debt of \$9,627 per church on an average valuation of \$18,920 for all strictly church buildings in the United States."

"Since 1926 both the number and the proportional valuation of churches have increased, and their debts have mounted accordingly—rather in larger proportion according to the testimony of church officers. The census report shows an average debt on urban churches of \$15,846, accounting for \$375,939,381, or about 87 per cent. of the whole. Thirty per cent. of the total indebtedness was upon Roman Catholic churches; 49 per cent. was upon 11 leading Protestant denominations; 21 per cent. on all other Protestant denominations."



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CHEVROLET

AS LOW AS **\$445** F.O.B. FLINT MICHIGAN

Illiteracy Shrinking

A FEW OF UNCLE SAM'S large and growing family are still unable to spell e-a-t or write home for money.

If all the 98,723,753 members of this family who were ten years old or over on April 1, 1930, could have been brought together into one big class, and Uncle Sam had asked all who could not read or write to raise their hands, he would have had to count 4,283,753, or 4.3 per cent. of the whole.

He would have discovered that the largest showing of hands was by the older ones, that more of his nephews raised their hands than his nieces, and that the sons and daughters of parents he had raised at his own fireside made a poorer showing than the sons and daughters of foreign or mixed parentage.

And perhaps he would have been pretty well satisfied at the work of the well-known "little red schoolhouses" that dot the country, and of the tens of thousands of teachers who have given themselves up on the altar of learning.

Yet the record—looking at it merely as a matter of figures—is behind that of Great Britain and Germany. But then they have not had the same problem to face. Neither has any great region which had been forgotten and left behind in the rush of progress. Strange as it may seem, in the beautiful Appalachian highland, the revenue agent preceded the teacher.

The decrease in illiteracy, according to a census report, has been steady in the past four decades, dropping from 13.3 per cent. in 1890 to 10.7 in 1900; 7.7 in 1910; 6 in 1920, and 4.3 in 1930.

Fortune has favored the young, for only 420,538 of those returned as illiterate in 1930 were under twenty-one years of age, while 3,863,215 were twenty-one years old or over. Males numbered 2,198,293, and females 2,085,460.

It is interesting to read that illiteracy percentages for all age periods were lower for native whites of foreign or mixed parentage than for native whites of native parentage.

"This condition," says the bureau, "is due mainly to the fact that a much larger proportion of the native whites of native parentage than of those of foreign or mixed parentage live in rural communities and in sections of the country where school facilities are inadequate. For the age period 10 to 14 years the illiteracy percentage for foreign-born whites was likewise lower than for native whites of native parentage, this being also due to the largely urban character of the foreign-born white population."

"Of course, literacy is not intelligence," observes the *Washington News*. "But it is the first step toward enlightenment. And soon, at the present rate, we shall all at least be able to read."

Some of the papers show concern over the fact that illiteracy is greater among children of native parentage than among children of alien or half-alien parentage. The *Brooklyn Eagle* disagrees with the suggestion of the Census Bureau that it is because a larger number of the natives live in rural communities or on farms, while the larger number of aliens and half-aliens are in the cities. This is only a partial, and, at that, a rather doubtful explanation, says *The Eagle*. "Rural communities," it maintains, "have schools, and few farms are out of reach of schools, and devotion to education is rather more earnest in the country than in the city. And in the city, as almost every

teacher will testify, foreign-born parents have a domestic discipline that does not tolerate failure to learn. That native families have too little of this discipline is a common conclusion."

Great as this triumph of our schools is, educational standards are still behind those of Great Britain and Germany. The reason is apparent to the *Troy Record*:

"There are no such sore spots as we have in certain parts of our country, notably the still untouched rural sections of two or three Southern States and the Mexican sections of the Southwest.

"More, the United States has within its borders a considerable body of immigrants of middle or old age, who came to this country illiterate, and who are still illiterate. This element will gradually disappear under the present restrictive laws; for the untutored European agricultural laborer is not coming in any longer, and those now here are disappearing by death.

"Most of the balance of illiterates represent the Negroes, whose educational opportunities were slight until within a decade or two.

"If we ever hope to be a progressive, thinking democracy, we must give all our citizens a chance not only to think but to read the thoughts of others.

"The fact that for half a century the proportion of illiterates in the United States has been steadily falling until to-day means something. The English-speaking nations and

Germany lead the world in public education. Perhaps this is one of the reasons that they lead the world in very nearly everything else."

Rebel

By Catherine Parmenter

... And why need faith be born a child of sorrow—
Spring ever out of sacrifice or pain?
Why need it blend with tears, bearing their stain,
Sensing only through grief that holy morrow?
I sing a faith as beautiful and broad,
Which owns the lilt of music—finds its birth
In all the glad and goodly things of earth:
Home-lights that beckon down a dusky road—
Knowledge of dreams become realities—
Clean strength of mind and body—the gay noise
Of children's laughter—dear and trivial joys . . .
I sing a faith created out of these—
Only these lovely things, like stars that shine:
A faith immeasurable and divine!

—*The Churchman, New York.*

Why the Girls of To-Day Leave Home

IT was the big bulbs on all the Broadways of the cities that had them that lured the girls from the feeble lamps of home, they used to say.

The chance, as they thought, to get pretty dresses, bright baubles, and a round of gaieties was too much for the girls as they toiled at the kitchen sink, minded the baby, or washed the stains from little Willie's face.

If that were ever true of most girls who packed a telescope suit-case and left at night, it would not seem to be so now, to judge by a recent study made by the Big Sisters of St. Louis to find why girls leave home. Only a small proportion of them, according to these findings, are moved to the step by vain or foolish motives. As the *Knoxville Journal* tells us:

"Of 121 cases studied in this instance, twenty-nine left their poverty-stricken and well-nigh hopeless homes in order to earn money to help support their families.

"Fourteen left because of the ill treatment given them by stepmothers or stepfathers.

"Eighteen left home because of the unremitting sternness of home discipline, with its lack of thought or imagination when it came to the happiness of its young people, or because their foreign-born parents could not adjust their customs to American ways. Only nine of the more than sixscore left home to seek light and foolish adventure.

"The story bears the marks of a modern day.

"In earlier times there was almost nothing a girl could do to help either herself or others outside of her home. Girls in old-time days rarely left home except for questionable careers.

"Nowadays there is opportunity for ambitious effort and an outcome for talent or for any sort of faithful and efficient work on a girl's part.

"Girls need make no apology for leaving home these days, nor do they."

SCIENCE AND INVENTION

To Make Tools Wear Longer

WHEN ONE PART OF AN INDUSTRIAL TOOL—large or small—wears out more quickly than the rest, the process of replacement or repair has always been long and costly.

The very time lost is expensive.

Nowadays, the part that takes the wear is hard-surfaced by melting on, with the oxyacetylene blowpipe, some one of several superhard alloys, forming an almost indestructible surface.

How this is done, and some remarkable results, are set forth in an article entitled "Reduce Wear for Economy," in *Oxy-Acetylene Tips* (New York). The writer remarks that while "hard-facing by means of the oxyacetylene process is standard practise in a large number of plants in a wide variety of industries, there are still, however, innumerable applications for this process, which have not been developed to their fullest extent." He continues:

"Whenever abrasion is encountered in industry, the life of a part is shortened to less than that of the rest of the machine. Valuable production time is lost while the equipment stands idle. Hard-surfacing those members receiving the greatest abrasive action materially increases their life. Fewer spare parts are necessary; idle machine time is decreased; production costs are lowered; and greater efficiency is maintained.

"Even where hard-facing is applied to new parts, the additional cost is more than offset by the greatly increased life of the part. In many cases, hard-facing is applied to parts which would otherwise be discarded as useless for further service. A most important feature is the fact that the operation can be repeated an almost unlimited number of times.

"The water-cooled poker or agitator used to stir the coal continuously in gas producers is subjected to such heat and abrasion that the life of an ordinary 8-inch-diameter poker is often as short as three months. After two years of service, hard-surfaced pokers used in a large steel mill have not required replacement.

"At one steel mill the forged steel hammers used on a gag press lasted but six days before replacement was necessary. When hard-faced with pads of wear-resisting alloy, the hammers ran for ninety days."

HARD-SURFACING, we are told, finds many uses in mining. The abrasion in this industry is very great, and the life of equipment is proportionately lessened. Underground scraper lips, dipper teeth, even latch-keys and ordinary hand shovels, last much longer if coated with an abrasion-resisting alloy. An increased life ratio of 7 to 1 over ordinary steel is not uncommon. Augers and chain drill bits complete five to seven times as much footage between dressings when hard-faced on the tips and flutes. The writer proceeds:

"In manufacturing fields, the practise of hard-surfacing punches and dies has resulted in decided economies. Many times it is possible to salvage an older die from the scrap heap, rebuild it, hard-surface it, and put it back into service where it will outlast a new die many times over.

"Agriculture is another field in which the practise has been found advantageous, for abrasion from working the soil tends to shorten the life of most farm equipment. Farmers find that hard-faced plows, harrows, cultivators, tractor parts, and other farm implements remain sharp much longer, and thus decrease the operation cost.

"These applications are but a few examples of the thousands that can be found in practically every industry. Wherever there is abrasion there is loss in service life, and an indication that hard-surfacing would undoubtedly prove economical.

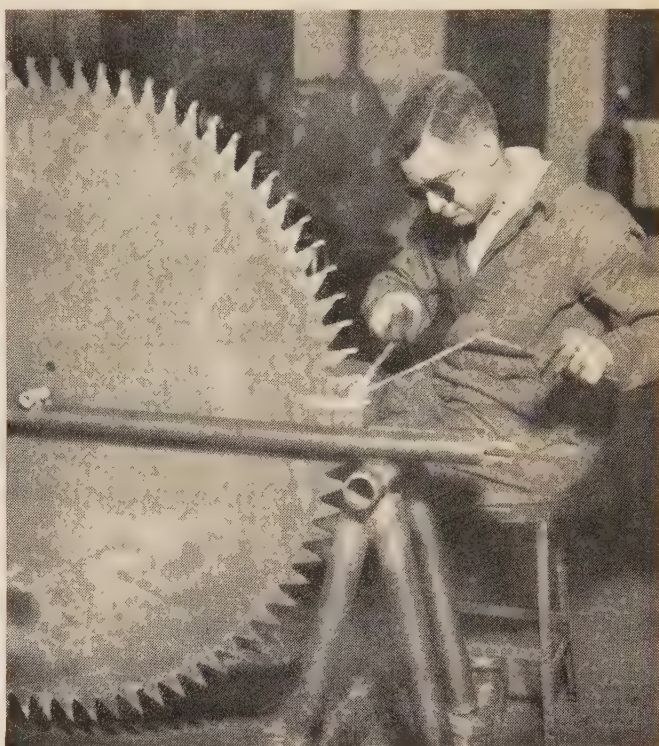
"The ease with which hard-facing materials may be applied, coupled with the greatly increased life of the parts given this treatment, has led to the establishment of this process as standard in many industries. But there are still hundreds of applications in which this process should be used. Now is a good time to make a survey of the operating records of your equipment, with a view to effecting economies through the application of hard-facing to parts which are subjected to wear."

Real "Artificial Silk"

WHEN scientists learned how to make a silklike thread from the cellulose of cotton or wood, they dethroned the silkworm.

Rayon, or "artificial silk," is one of the new materials that the industrial revolution has made available generally since the World War.

Science now promises to invade the domain of the silkworm again. The production of real "artificial silk" is promised. The term may sound like a bull, but the new process justifies it,



From *Oxy-Acetylene Tips*, published by the Linde Air Products Company

The Saw-Mill Dentist

Putting a hard facing on the teeth of a rotary saw.

says Watson Davis, managing editor of *Science Service* in one of its biweekly features (Washington). He goes on:

"The real artificial silk is a regenerated silk. The silkworm is a necessary actor in its making. Unlike rayon, which is not silk at all, the new fiber is real silk. It is artificial, however, because it is formed into fiber in much the same way as rayon. In making regenerated silk, the silkworm's cocoon is converted into a solution of liquid consistency, just about that which occurs within the body of the silkworm before it spins its silk filament. It is a solution of real silk. From this point on, the process uses the experience of rayon manufacture. The silkworm solution is made into yarn as tho it were cellulose solution destined to be rayon. It is squirted out of very fine holes into filaments that are twisted by a spinning machine into yarn.

"The *American Silk Journal* believes that this real artificial silk will soon become an accomplished industrial fact. Perhaps it will be called a protein rayon instead of a cellulose rayon, since the silk solution is a protein manufactured by the silkworm. It is said that the new product will approach real silk much more closely in its physical and chemical properties than any of the existing synthetic fibers. The regeneration process has been perfected by the Japanese, but the story is that the Japanese Government will not permit its commercial utilization because it would seriously affect the established silk industry of that country.

"But American and European inventors have also produced processes, and real artificial silk will probably come into use despite Japanese curbs."

Water Cuts Steel

WHEN STEEL CUTS WATER, it's commonplace; when water cuts steel, that's news.

A tiny jet of water can now cut the hardest of steel alloys, announces L. W. Chubb, director of research of the Westinghouse Company.

This seeming miracle has been accomplished on a machine developed under the direction of T. F. Hengstenberg, research engineer. Says a press account:

"The purpose of the machine is to determine the rate at which different metals wear away as they cut through moisture-laden atmosphere at high speed. The machine reproduces in a few minutes the wear which would take place on airplane propellers spinning at tremendous speed through rain and fog for months, or on steam-turbine blades in years of service.

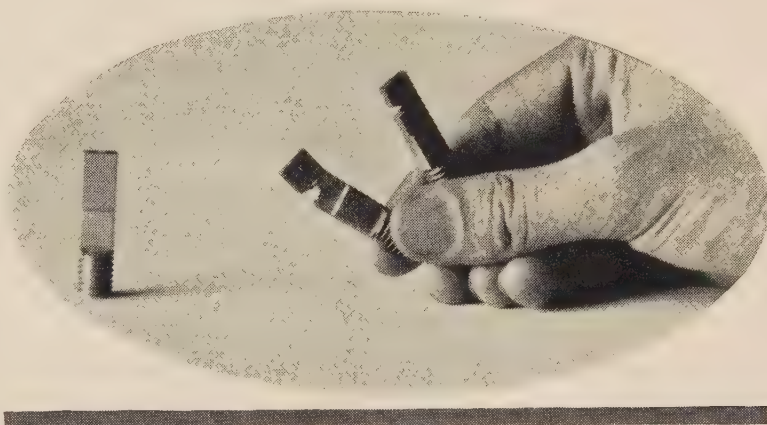
"Hengstenberg describes the machine which makes metal appear to be soft, as consisting of a disk wheel driven through gears by an electric motor. Two plugs, specimens of the metal to be tested, are screwed into the wheel's rim at opposite ends of a diameter.

"To the accompaniment of a piercing scream and safeguarded by a heavy casing, the wheel is whirled 20,000 times a minute, 333 times each second. At this speed the little plugs are traveling more than 13½ miles a minute — even faster than sound.

"With each revolution, both plugs cut through two jets of water scarcely larger than a pencil lead. The impact of the steel on water fills the enclosing chamber with spray. The moisture-laden atmosphere duplicates conditions of rain or of steam-filled turbines in which steel blades rotate.

"The hardest metals and alloys seem as soft as cheese when subjected to this ordeal. Quarter-inch plugs of stainless iron and of nickel steel are eroded half-way through in two or three minutes. Stellite, famous for its hardness, and iron nitrid, almost diamond hard, hold out but 15 to 20 minutes.

"Modern engineering and up-to-date machinery are requiring higher standards of performance than ever from metals and other materials. This erosion test of strength and endurance is one of a large group of research investigations being carried on to increase the world's fundamental knowledge of metals."



Westinghouse photograph

They Lasted Only Two Minutes

These are test plugs of the different metals which appear to be as soft as cheese when subjected to the terrific ordeal of the water chamber. The sample on the left has not been tested, the stainless iron plug and the nickel steel plug being held lasted only two minutes.

The Vanishing Blonde

B LONDES who can not acquire that seashore coat of tan—blue-eyed, fair-skinned women who burn and peel under the midsummer sun—need not worry about their daughters' ability to get that life-guard complexion.

For the woman of the future will be a brunette, taller and plumper, with dark, firm skin and no sunburn worries, says Dr. Charles F. Pabst, of Brooklyn, chief dermatologist at Greenpoint Hospital. Says the *New York Journal*:

"'Outdoor life and indulgence in athletics, together with the intermingling of the dark-skinned race of Southern Europe with our own, will produce a brunette as the reigning beauty of the future,' Dr. Pabst said in a talk sponsored by the Kings County Medical Society.

"In warning vacationists to beware of sunburn, Dr. Pabst points out that there are some men and women, especially blondes, whose skin will never tan.

"By exposing themselves to the hot summer sun, rich in ultra-violet light that burns and blisters, such types leave themselves open to serious and sometimes fatal attacks of sunburn and sunstroke."

Less Noise, Please, Hospital Visitors!

THE AUTHORITIES OF THE General Hospital, at Paterson, New Jersey, have issued an appeal to the "friends of patients" in the hospital, to lessen the number of visits to the institution.

This appeal is made for the welfare of the patients, whose conditions are said to be aggravated by the disturbance and noise made by the hundreds of visitors, says the Paterson *Evening News*:

"The problem of 'visitors' is one of the most difficult situations in the hospital, and in order to solve it, the hospital requests the support of the citizens. Police protection is necessary at the institution on 'ward visiting days.' Crowds gather at the hospital hours before the doors are open, each demanding the right to be admitted first."

Edgar C. Hayhow, superintendent of the hospital, has issued the following statement in connection with the matter:

"When persons visit friends who are confined in the hospital, they feel that they have done an act of kindness in calling and chatting for a few minutes. But do they ever stop for a moment to consider that there is an average of two hundred patients in the hospital daily, and if each patient had four visitors, which is a small number, there would be eight hundred persons tramping up and down the corridors during the day? This

constant noise would be nerve-racking to any one desperately ill.

"From actual survey the patients' conditions are worse at the conclusion of visiting days. Especially is this true of ward patients, for in addition to seeing and hearing the talk of their own visitors, they must be annoyed by the noise and confusion of the many who enter the ward.

"The same state of disturbance follows the admitting of an accident patient. Hospital authorities notify the patient's family, and the news of the accident spreads rapidly, and almost immediately the many friends of the patient telephone to the hospital for information. The patient's doctor or nurse are the only individuals authorized to give out information, which means every time a "friend" calls, the nurse or doctor must leave the patient to answer the telephone and satisfy the "friend's" curiosity.

"Letters and cards sent to the patients are promptly delivered and show the same feeling of kindness and consideration as a visit, without harming the patients. The hospital authorities earnestly request that "friends of patients" use this method of conveying their feeling instead of visiting the hospitals."

Do Sun-Spots Make Continents Dance?

THE continents dance majestically back and forth over the earth's surface in tune with the sun-spots, executing one back and forth "step" of fifty feet or so every eleven years.

This is the revolutionary suggestion of a Russian astronomer and geographer, M. N. Stoyko, communicated recently to the Academy of Sciences, in Paris. Says Dr. E. E. Free, in his *Week's Science* (New York):

"The evidence for his conclusion, M. Stoyko explains, comes from the precise measurements of the differences in longitude between the different continents which have been conducted for the past twelve years by international agreement, using radio time-signals from broadcasting stations able to reach virtually the whole world."

Get Readjusted



THE MEN who made the United States the richest country in the world did not go about wringing their hands and quaking in their boots. They worked—whether the going was easy or whether it was hard.

For nearly three years too many men, who themselves have had plenty to eat and to drink, good beds to sleep in and comfortable homes, have spent hours and hours predicting hard luck and disaster.

Last spring such men were saying that the United States appeared to be headed for bankruptcy. Since then the Government has begun to cut its expenses and increase its income. It is resolutely facing its difficulties. There is no reason for anyone to fear that the nation may fail in its obligations, or collapse.

The man who is saturated with gloom spreads it. When he loses his sane, clear-eyed viewpoint he may seek sympathy, but what he really needs is to be shaken out of an unhealthy frame of mind.

And the man who hoards not only robs his family but fails to do his share in promoting normal business and employment of workers. He aggravates the condition which he deplures.

Some men need jobs—need them badly. They must be helped. But more men need to get readjusted to conditions as they exist. These men may need to re-adjust their mode of living or their way of thinking.

Worries fester and grow in the dark. They shrivel and vanish in the light. There are times in every man's life—whether he be strong or weak, brave or cowardly—when he needs the counsel of someone who is unafraid. And there are many who know that our country has battled through difficult periods and has always emerged stronger than before.

Get readjusted.

METROPOLITAN LIFE INSURANCE COMPANY

FREDERICK H. ECKER, PRESIDENT

ONE MADISON AVE., NEW YORK, N. Y.

How to Keep Cool

ONE OF THE FIRST RULES FOR KEEPING COOL in very hot weather is to take things easy, including this business of getting or keeping cool, says Science Service (Washington) in a feature series entitled "Science Hints for Summertime."

Keeping cool involves fighting both the heat of the air around your body and the heat your body itself is constantly producing. Scientists know many ways of reducing the heat from both sources.

For example, physical exertion makes your body's fires burn faster. That is why you should avoid it or do the heaviest physical labor early in the morning during a warm spell. We read further:

"Heat production is at its lowest when you are resting in bed before breakfast. At this time the effects of food and physical activity are reduced to a minimum. The closer you can keep them that way during the day, the cooler you will be.

"After you have kept your own heat production down to a minimum, you want to get the rest of it out of your body, in order to keep as cool as possible. When water evaporates it absorbs heat, and nature has given you an aid to keeping cool in the sweat-glands of your body. Men can stand higher temperatures than dogs, for instance, because men are able to perspire.

"If you want to augment this natural cooling process, apply lukewarm water to your skin and let it dry by evaporation. Take your summer bath lukewarm. The icy shower feels good and refreshes you, but at the same time it stimulates your body to produce more heat.

"Another aid to keeping cool is to keep the air moving by means of fans. This makes water or perspiration evaporate more quickly from your skin. A muggy day with high humidity is uncomfortable because the air already holds all the water it can take up, and the body can not get cool by sweating off the heat."

What shall we wear to keep cool? Panama hats and loosely fitting clothing of porous material make up the ideal summer costume, we are told:

"Women who go in for beach pajamas, slacks or other feminine forms of the trouser are giving up part of their costume which added much to their coolness, for skirts, if not too numerous or too voluminous, are much better hot-weather garments than trousers. Skirts were worn by both men and women in ancient and torrid Egypt and Babylonia, and they are still worn by brown and black peoples in the tropics.

"The men can at least be even in the matter of headgear without being the least unconventional, however. A Paris scientist has now found that the cool, well-ventilated crown of the Panama hat is, like the movie theaters, 'twenty degrees cooler inside.' The soft felt hat reduced the temperature only about half as much as the Panama."

KEEPING cool depends on what we eat and drink as well as on how we dress. Certain foods produce more heat than others, just as coal burns with a hotter fire than wood. So for comfort during the hot spells this summer, make up your menus from the groups that burn with less heat. Dietitians call them low-fuel or low-calory foods. We read further:

"Foods that burn with a high heat production are sugars and starches, fats, meats, and nuts. Vegetables and fruits produce much less heat, so they are good to fill up on during the dog-days.

"Not every one's digestive tract, however, can stand large amounts of raw vegetables and fruits. Cooked vegetables and stewed fruits add pleasantly to the variety of hot-weather menus that will keep you feeling cool.

"Ice-cream, a very nourishing dish, is not so cooling as it appears. Since it is made largely from sugar and cream, it belongs in the group of high-fuel foods. Water-ices and sherbets are not so bad, for they lack cream and milk fat.

"Sandwiches are commonly eaten in summer. The bread and butter are both heating foods, while the fillings are apt to be sliced or deviled meats or cheese, which are high-fuel foods. And salad sandwiches have lots of heat in the fat or oil of their mayonnaise dressings.

"As for drinks, they should be taken warm or cool, but not iced.

"As a matter of keeping cool, the hot drinks win because they make you perspire, and the evaporation of the perspiration reduces the temperature of your body. Cold drinks, on the other hand, stimulate your body to increase its heat production.

"The normal temperature of the human body is 98.6 degrees Fahrenheit. The body is supplied with a regulatory mechanism to keep its temperature as nearly normal as possible. Work with this mechanism rather than against it. Since cold starts it working, take your drinks rather warm than too icy, to get the best effect.

"Besides the temperature of your summer beverages, consider their contents. Alcohol stimulates the body to increased activity, and is accompanied by increased heat production.

"For cooling purposes, drinks made from water and fruit or vegetable juices, such as the popular tomato and sauerkraut juices, have the most lasting effect.

"A pinch of salt in your glass of water is another thing that will help you to stand the heat. Scientists found that workers in hot coal-mines and steel plants could bear the high temperatures better when they drank their water with this salt added. In hot weather your body loses not only water but salt by perspiration."

Cod-Liver Oil and Yeast for Hay-Fever

COD-LIVER OIL AND YEAST are an effective foe of hay-fever, according to Dr. K. Kitsuta of the Ohio Agricultural Experiment Station at Wooster, who describes his own experiences in *Industrial and Engineering Chemistry*, journal of the American Chemical Society.

He is thus quoted in a press bulletin issued by the Society:

"The idea first came to me from studying the findings of various investigators who have claimed that the vitamin B complex is effective against sensitivity to foreign proteins, that yeast might be helpful in my case. (Dr. Kitsuta has been an annual sufferer from hay-fever for many years).

"For several years, I consumed large quantities without benefit during the usual hay-fever seasons. In spite of this lack of success, I persisted in this treatment, but this year modified it by taking cod-liver oil in addition.

"The oil had been assayed, and contained 500 and 112 units per gram of vitamins A and D, respectively. The dose taken at the start was four teaspoonfuls three times daily. The first dose was followed by noticeable benefit within a few hours, and after taking the oil at the rate mentioned with yeast for two days all symptoms had disappeared. When I discontinued or reduced the dosage, the symptoms reappeared after about eight hours, but disappeared on resuming former rate of dosage.

"I have since concluded that the beneficial results are due entirely to something in cold-liver oil, altho I think it advisable to use yeast also, since, in my feeding experiments with rats, I have observed that a relatively large amount of yeast is effective in overcoming some ill-effects upon general health, appetite, and rate of growth apparently attributable to liberal doses of cod-liver oil without correspondingly large doses of yeast. It seems to me quite probable that something like a balanced diet of vitamins is as necessary as a balanced intake of other food.

"In administering cod-liver oil for the cure of hay-fever already developed, I think it advisable to take about four teaspoonfuls three times daily, in addition to one cake of yeast. It seems that the effective period of cod-liver oil for the hay-fever lasts about eight hours, and symptoms reappear if no more cod-liver oil is taken. Possibly, when taken with the idea of prevention before the symptoms have developed, or for another individual, a lighter dosage might be effective.

"As to the mechanism of action of cod-liver oil in amelioration of hay-fever symptoms, I have no evidence to offer. It may be that one or more of the vitamins can combine with foreign proteins directly and form a non-irritating compound, or promote the formation of proteolytic enzymes in the blood.

"But it seems that in addition to the antirachitic, growth-promoting, and infection-resisting values of the cod-liver oil there may be still another valuable function—increase of resistance against the effects of foreign proteins. The required dose of cod-liver oil for the last, however, seems tremendously larger in comparison with the preceding ones.

"This discovery may be of great importance to those who suffer from hay-fever, asthma, etc., or who have idiosyncrasies against certain foods."



How to get UP and DOWN

Natives of southern isles shin up coconut palms and down again like a streak. The cliff dwellers had an intricate system of ladders for reaching their lofty, cave-like homes. The Tower of Babel was once thought the solution to the up and down problem between heaven and earth. People of all times and all races have labored with the problem of reaching high-up places with ease and safety.

To the present-day problem of how to get up and down, the engineers of Otis Elevator Company have devoted all their ingenuity and experience and skill. And from their thoughtful, conscientious labor has come almost every device of convenience and comfort known today in fine vertical transportation.

Take a ride in a modern* elevator. That self-leveling feature which seeks the exact level of your floor without jerk or jar; the automatic door openers and closers; the system of signal control which finds your floor without fail; all of these were perfected by Otis

engineers and are now essential to good elevator service.

To still further broaden the usefulness of all their elevator improvements and inventions, Otis engineers have adapted them to the older elevator models. And antiquated elevators can now be modernized at low cost under the Otis Modernization Plan. Thus it is that, through this Plan, fine vertical transportation is easily within reach of every building owner.

If the elevators in your building do not give the best in service, speak to your building owner about it. Remind him of the Otis Modernization Plan and that he will profit from its adoption. The Otis office in your city can supply him with definite facts.

*A modern elevator is not necessarily new. It can be an old one made modern through the Otis Modernization Plan.

OTIS ELEVATOR COMPANY

PERSONAL GLIMPSSES

The World-Beating Girl Viking of Texas

TWAS A LUCKY DAY for American athletics when Ole Didrikson and his better half came over the Atlantic from rugged Norway.

Under the Texas sun they prospered and raised seven children.

The sixth of these was a slim, wiry lass with the blue fire of sea-king ancestors in her eyes and the actinic alchemy of American sunshine in her system.



Acme

**Only a Slim, Sunburned Girl—
But, Oh, What Dynamite!**

The Viking capacity for berserk rage in battle filtered down to the Texas maid as a disposition to attack the most prodigious feats with hot resolve and a soaring confidence in her own power of achievement.

Her name was Mildred, but she had another name—her mother vows it is not a nickname—that made her a rival of one of the most famous and popular Americans of history—Babe Ruth.

Yes, and Babe Didrikson, heroine of the Olympic Games, breaker of

records, and winner of championships in an amazing variety of strenuous athletic sports, threatens to outdistance the home-run king as a figure of captivating interest to all the nations of the world.

"Perhaps," suggests one of her home-town papers, the *Dallas News*, "she supplies the proof that the comparatively recent turn of women to strenuous field sports is developing a new superphysique in womanhood, an unexpected outcome of suffragism which goes in for sports as well as politics, and threatens the old male supremacy even in the mere routine of making a living."

GRANTLAND RICE, after playing golf with her, a novice, and seeing her beat his own score, proclaims her "without any question the athletic phenomenon of all time, man or woman." The *Dallas Journal*, enumerating her home-town's reasons for honoring her, includes these items:

Unofficially has equaled every Olympic record for women.

Winner single-handed of the National A. A. U. women's track and field meet in Chicago July 16.

Twice given all-American honors as forward on Golden Cyclone girls' basket-ball team.

Holder of world's record for baseball throw.

Has approximately 100 medals won in individual competition.

Miss Didrikson herself is quoted:

"I brought back eight first-place medals of gold and two second-place medals of silver, and a bronze medal for fourth place. I made eight world's records in the last month, and I am terribly, terribly happy."

Babe Didrikson broke four world's records in Olympic track and field events. First, the javelin throw. Then two in the 80-meter hurdles—first she smashed the previous world's record, and then in the finals she smashed her own. And her fourth was in the high jump, which, as we shall see, did not end as happily as most of her contests.

Sports authorities hail her as Marvelous Mildred, and "the one-girl track team."

One of the most recent bits of news about her is that she will

compete in the women's national golf tourney this fall. During the Olympics she played her eleventh match. She was credited with 82 for eighteen holes, and with drives of 250 yards.

Run with us over the tale of her Olympian feats in the Olympics, where she was, as Westbrook Pegler wrote for *Chicago Tribune Press Service*, "of all the remarkable characters, the one of whom you undoubtedly will be hearing the most in time to come."

IT was the first full day of competition, but already the thousands upon thousands who jammed Los Angeles's great Olympic Stadium were groggy with the record-breaking spree. The spectators fall silent for a moment.

A leather-lunged announcer broke the hush. The name of Mildred Didrikson reverberated through the bowl.

A tall, powerful, graceful girl stepped into the center of things, with a confident toss of her bobbed head. She held a javelin in her powerful hand. Babe, of Dallas, was ready for her first Olympic trial.

She took a running start to hurl the long, wooden, steel-tipped spear.

Then something happened she hadn't counted on. The javelin "slee-upped," to use the pronunciation with which Mr. Pegler credits her. It "slee-upped" out of her hand. And what a mighty "slee-up" it was. That javelin just kept "slee-uppin" right along, and it didn't come down until it had traveled 143 feet and 4 inches.

The fans broke into a roar, writes Mr. Rice in one of his *North American Newspaper Alliance* accounts, the moment the javelin "struck and quivered in the green turf. The crowd knew a world record had been shattered without waiting for any announcer." The old record was 132 feet 7 $\frac{7}{8}$ inches.

THE amazing feature of Babe's toss was that it was practically devoid of trajectory. According to Braven Dyer in the *Los Angeles Times*, "it might just as well have traveled ten feet more, but for the fact that she threw the wand much after the manner of a catcher pegging to second base. The heave had absolutely no elevation, and sailed practically in a straight line



Acme

Her Javelins Break Records

from the time it left Miss Didrikson's mighty right arm until it dug its way into the green turf of the Olympic Stadium."

Then, look at what Babe did in the eighty-meter hurdle trials.

"I'll smash this one, you see," Babe told her pals, continues Mr. Dyer.

"Bang! They were off. Miss Clark of South Africa led. Babe began to run a little faster. When they got to the fifth hurdle the Texas girl pulled up even with her rival. This wasn't enough for Babe. Not by a long shot. She didn't want to win—she wanted a world record. On she went, clipping the barriers with all the technique of an expert male. She hit the tape with all the fury of a Texas tornado. Her teammate, Miss Schaller, beat Miss Clark for second. And the time, of course a new world record, 11.8 seconds. The old record was 12.2 seconds.

"Babe may lower the mark again in the finals. She'll probably be disappointed if she doesn't."

AND as a matter of fact, that's just what she did, bringing it down to 11.7 seconds. Mr. Rice describes the whirlwind finish in a copyrighted North American Newspaper Alliance dispatch thus:

She and Miss Hall came over the last hurdle side by side. Miss Hall had come along like a runaway kangaroo at the finish, and as the two struck the clay path together the startled Texan saw she was closer to defeat than she had ever been before. She had to call upon everything she had in those last ten yards to slip in front by less than the span of her hand. But the answer is that she was winner.

Not even the great Nurmi broke four world records in one Olympic. The Babe came here to run amuck and she is running two amucks.

It is sad to have to record that bad luck now overtook her. Entered in three events, she had set three championships as her goal. She had two of them. And now came the high jump as the final test. Damon Runyon in a copyrighted Universal Service dispatch tells how Babe fought it out with Jean Shiley:

The bar is put at 5 feet 4 inches, and both Jean Shiley and Babe (Whattagal) Didrikson clear it at that height, while the mob yells. Miss Gisolf, of Holland, who set the old world's record at 5 feet 3½ inches, goes out when the bar is at 5 feet 3 inches.

About this time, Jean Shiley hangs up a new world's record in the women's high jump with the bar at 5 feet 5½ inches. Miss Didrikson tries it at the same height, but knocks the bar down. She tackles it again, and this time clears the bar to fall in a heap in the sand patch on the other side.

The bar is raised to 5 feet 5¾ inches. Jean Shiley and the redoubtable Babe both miss their first attempts. Miss Shiley stands erect, stretches herself with her hands high above her head, starts a little run from a crouch, but fails again. So does the Texas wonder.

Jean Shiley misses her third and last attempt at the bar at 5 feet 5¾ inches, and the crowd groans as Miss Didrikson also knocks the bar off just as it looks as if she may get over successfully. The crowd likes the Texas girl and glories in her athletic feats. Now the pair, tied for first place, are to jump it off, each having one trial at 5 feet 5¾ inches.

Miss Shiley makes one of her poorest efforts of the day. Now comes the Texas girl. She clears the bar and is well over when the end of the horizontal drops from

WHAT A FOOL HE IS!



Forgets all about his Teeth and Gums and he has "PINK TOOTH BRUSH"!

IF HE misses that morning shave, by noon he feels like a bum. But he'd far better miss a *hundred* shaves and find himself with a full beard, than to neglect his teeth and gums!

Not only for looks, but for health, *you must have clean teeth.* Moreover, *you must have firm gums.*

Modern foods aren't coarse enough to stimulate the gums. Hence—your gums become soft and tender. And almost before you know it, you have "pink tooth brush."

This is a warning. It means that unless you harden your gums, your teeth may become grayish and dull. You may

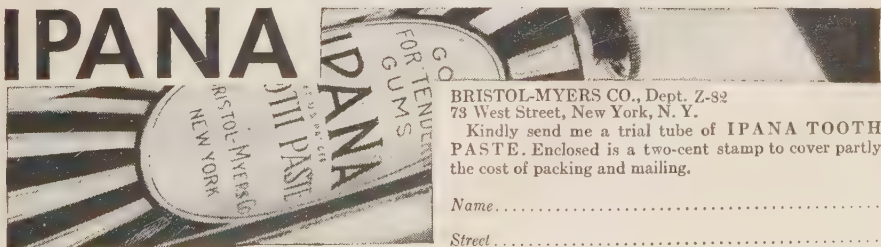
find yourself a victim of gingivitis or Vincent's disease or even pyorrhea. And your teeth themselves may be endangered.

But you needn't have "pink tooth brush"! Get a tube of Ipana Tooth Paste—today. Clean your teeth with it. (You'll give three lusty cheers when you see how Ipana really *cleans* your teeth!)

Then—each time—rub a little *extra* Ipana lightly into those flabby, unhealthy gums of yours. The ziratol in Ipana tones them up—helps to firm them.

Use Ipana with massage regularly—and you'll not only have whiter, brighter teeth, but you'll never need to give a thought to "pink tooth brush."

A GOOD TOOTH PASTE, LIKE A GOOD DENTIST, IS NEVER A LUXURY



BRISTOL-MYERS CO., Dept. Z-32
73 West Street, New York, N. Y.

Kindly send me a trial tube of IPANA TOOTH PASTE. Enclosed is a two-cent stamp to cover partly the cost of packing and mailing.

Name.....

Street.....

its support. It seems she hit it with one foot after she is over. The crowd groans in sympathy.

Now the horizontal bar is lowered half an inch and Miss Shiley goes over nicely, landing standing up. Miss Didrikson also clears it, to land in her usual sprawl.

The officials go into a huddle. It seems some one raises the point that Miss Didrikson does what they call "diving" in going over. The athlete's head is supposed to follow the other sections of the body over the bar.

The official argument is quite lengthy, and finally the decision goes against the Texas wild flower, altho she appears to be having her say to the judges. Miss Shiley is the winner. [But, according to the *New York Times*, Miss Didrikson will share in the record recognition.]

Is there anything in the athletic line that Miss Didrikson can't do? Enraptured sports writers tell of her prowess in running, jumping, hurdling, shot-putting, discus, javelin, baseball, tennis, golf, hockey, boxing, wrestling, riding, polo, billiards, pool, skating, football, fencing, basket-ball, swimming, diving, shooting.

But Westbrook Pegler detected her in one failure—"at a ping-pong table on the veranda of the Brentwood Country Club after eighteen holes of golf. She was too enthusiastic for ping-pong, and couldn't keep the ball on the table." Reading on in this Chicago *Tribune* Press Service account, we find her playing a golf game. Mr. Pegler writes:

She showed up at the course looking much more feminine than she had seemed in her flannel track overalls at the Olympic Stadium, and as the round loafed along, the Babe belting long drives from most of the tees, but dubbing some of her iron shots, her personality became clearer. She hit a long one at the eighteenth, and turned around to say, "Gee, I sure would like to learn to play this game."

Before that, on one of the tees, a dozen players, caddies, including several girls, gathered around to watch the Babe hit. This was only the eleventh time she had played golf, but, as she says, she plays best at any game when she is under pressure. She whaled one. It flew straight from the club more than 200 yards, and they began comparing her with Helen Hicks.

Two years ago, Babe had "never competed in any athletic event." But one day, "in a sporting-goods store, shopping for a pair of gym shoes, she picked up a fifty-pound weight and did tricks with it. This caused talk, and was, she says, the first feat of her athletic career, as it brought her to the attention of one Melvin J. McCombs, the man who employs her. He had been an athlete himself, and now became her coach. Nobody else had anything to do with her athletic development. Several coaches have been admitting responsibility for this, lately, but the Babe disowns them all."

"Melvin J. McCombs was my only coach," she said [according to Mr. Pegler]. "If there is any credit in that, he is entitled to it."

"Can you sew?"

"You think you're foolin'?" the Babe said. "Yes, I can sew. I sewed me a dress with seven box pleats at the front and some more in back—a sport dress it was—that won first prize in the Texas State Fair at Austin, last year."

"Cook?"

"Cook some," she said. "Like gettin' dinner if I have to, and such cookin'. But I'm better at washin' dishes."

"Did you ever have any doubt of yourself in anything you try?"

"No, I generally know what I can do. I don't seem ever to get tired. Sleepy, but not dog-tired. I sleep more than most people."

It is my purpose to suggest that Babe Didrikson is not the boastful party that she may have seemed to be from some of her isolated remarks about herself which have found their way into print during the Olympic Games. In Chicago as a single-handed team, she won the women's A. A. U. championship, but when she alludes to that she is not a feminine Joie Ray bragging. You ask to know something about her. Instead of sucking her finger and simpering, she tells you how it is. That's fair.

As for instance, "Do you think you can dive?"

"I know I can dive. I can dive off that high tower. I am going to fancy-dive. I sure love to hit that water."

"Have you a lot of medals?"

"Yes, a lot, but the collection is spoiled now. That silver medal for the high jump spoiled it. All the rest were gold—firsts."

The Babe weighs about 120 pounds, and her athletic style generally resembles that of the good male athletes in all the sports which she has tried. She is lean and flat, with big arms and leg muscles, large hands, and the rather angular jaw which the magazine illustrators have established as the standard for cowboys.

This chin of the Babe's, the thin, set lips, the straight, sharp profile, the sallowness, undisguised by rouge, regarded in connection with her amazing athletic prowess, at first acquaintance are likely to do her no justice. But the mouth can relax and the eyes smile, and the greatest girl athlete in the world just now, with a special liking for men's games, is as feminine as hairpins. She is a great competitor, come all of a sudden to prominence, who may yet add to her Olympic championships of the track and field and her sewing championship won in the Texas State Fair a title in the fancy dives and a national golf championship.

It's a mistake to think, however, that Mildred's talents are purely muscular, a mistake against which Muriel Babeock warns us in the *Los Angeles Times*. Take a tip from me, says Miss Babeock, continuing:

The Babe can sew, and cook a mean meal. In the wardrobe that she brought with her from Dallas is a blue crêpe party dress which she made herself.

The week-end before she left Dallas for Chicago tryouts, "Mama" (Mrs. Ole Didrikson of Beaumont) came to town to help Babe get ready.

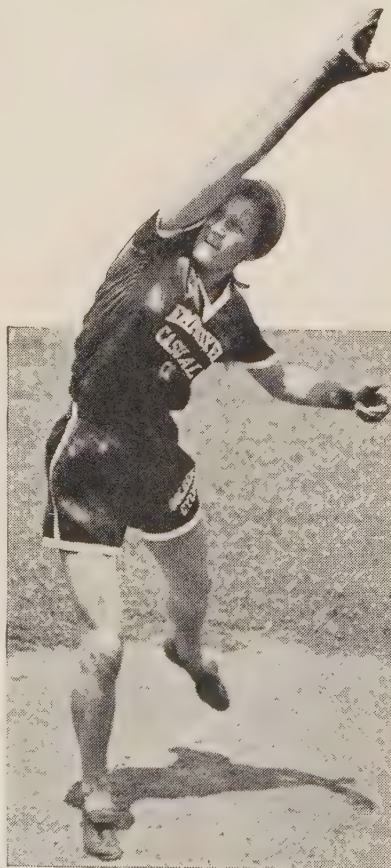
As Babe told her sister, Mrs. C. F. Cole, Santa Monica:

"Ma thought I'd have to be sewed up and all my clothes mended. But I fooled her. Everything was all ready. We just visited."



Acme

At High Jumping She Has Wings



Acme

When She Flips the Discus, It Soars Like a Swallow

Rah! Rah! Rah! Om-ni-bus!

WHEREAS, "it is better to see a cotton field than to read about it";

And whereas, "it is better to visit such historic places as Lookout Mountain than to hear about them";

Therefore, be it resolved that a college should run around on wheels.

There you have Dr. William M. Goldsmith's philosophy in compendium, and Omnibus College applies it.

That lively institution, "rolled into New York's environs" the other day from Wichita, Kansas, parked at the Palisade Interstate Tourist Camp on the Jersey side, and later "rumbled off again, its dormitories, its student body, its cafeteria, and even its dear old traditions, all stowed away in five buses and a sedan."

Reporting for the *New York Evening Sun*, Mabel Greene counted 105 students, with five professors, and she tells us:

This is the institution's tenth season on wheels, but its twentieth visit to the East, as two tours are made each summer. The five-day stay here was to enable students to do first-hand field and museum work in New York, sandwiching it in between the slice of Civil War history acquired by visits to historic landmarks in the South, and their projected tour of Revolutionary points farther north. Accompanying this daily fare is a dab of sociology gained by mingling with factory workers in the South and subway riders in Manhattan.

Most of the students are women. There are twenty-two men on this trip. None of the group is below the junior class in college, and many of them are school-teachers and graduate students.

No text-books are used. The students study biology, history, and geography at first hand, for which they receive three hours' credit in the University of Wichita.

BEFORE coming to New York, good old Omnibus had visited the Shenandoah Valley, Washington, and Philadelphia. From New York on, the trip was to include Plymouth, Salem, and Quebec.

Talking with the lady from *The Sun*, Dr. Goldsmith said:

"How'd I get the idea for this Omnibus College? Didn't have it, really. The whole thing began ten years ago when I was biology professor at Methodist Southwestern College in Winfield, Kansas. I took a few of my students to the zoological laboratory at Woods Hole, Massachusetts, and the next year Mrs. Goldsmith decided to take her home economics girls along too. It has grown annually since then.

"In ten years we've had a little over 3,000 students on these tours. Sixty-four of the students who have made the Eastern trip were included in our Western trip this summer."

To this account, Miss Greene adds a word or two:

Students sleep on camp cots in dormitory tents, and around camp many of the girls wear green smocks with the oval orange emblem of the college stamped on the back.

Campus life at Omnibus College is informal for the men, too, knickers being the favorite attire, since the student body is continually leading a camp-life existence.



*"I believe you love
that old pipe better
than you do me!"*

Men smoke a pipe because it's kind of soothing..quieting. If the tobacco is made for pipes, if it's cut to burn cool, and if it never gums the pipe, that's when men enjoy it. That's why Granger is America's pipe tobacco.



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Wings for the Russian Bear

THE BEAR THAT WALKS LIKE A MAN is learning to fly like an eagle.

Russia is dreaming of the world's greatest air fleet—"endless squadrons of bombers, torpedo carriers, fighters, dread-



Wings Over the Kremlin

noughts, cruisers, destroyers of the air," as Lady Drummond Hay writes from Moscow to the *New York American*. "To be to Russia what the British Navy for generations has been to the British Empire, as one of the leaders put it."

Not only dreaming. Working vigorously toward the goal as well. For Russia expects a war between Capitalism and Communism, and expects it, we are assured, to be fought largely in the air.

DIRECTING the building of the air force is P. Baranoff, "a man just over forty, raven-black hair and eyes, pleasant voice," according to Lady Drummond Hay. "Baranoff is the Italo Balbo (Italy's Air Minister) of Russia, but as quiet in manner as Balbo is full of temperament. He is the man to whom has been allotted the task of making Russia's Red Air Force the largest air fleet in the world.

"Baranoff, the son of a peasant, was an industrial worker who entered the Red Army and advanced rapidly. He is neither a technical man, nor himself a

flyer. Baranoff's outstanding quality is his talent for organization, and his gift to direct and to inspire."

Eighty Russian planes flew over Siberia early this year during the Sino-Japanese hostilities, and landed 250 miles north of Harbin, Manchuria. This "concentration of the Soviet Air Armada within striking distance of Northern Manchuria territory was a matter of grave concern in this hour of world disarmament," as Lucia Ramsey Maxwell writes in *Aero Digest*.

BUT Russia is not thinking of planes alone.

A small semirigid dirigible, a mere midget when compared with the giant airships of the United States and Germany, flew to Moscow from Leningrad in the early morning hours, not so long ago, and hovered above the city during the mass demonstrations of troops and workers that day in the Red Square, a Moscow dispatch from the Moscow bureau of the *New York Herald Tribune* tells us, continuing:

This Soviet dirigible appeared insignificant indeed, but it heralded the coming of a fleet of mightier airships, for the Soviet Government has now decided to turn out big dirigibles on a mass-production scale.

Umberto Nobile, the former Italian general who commanded the dirigible *Italia* on its ill-fated expedition to the North Pole, is among the foreign experts called in by the Bolsheviks to help them with their lighter-than-air craft construction program. Whatever may be the verdict on Nobile as a leader of aeronautic expeditions, his standing as a builder of dirigibles remains high. He was largely responsible for the designing and construction of a series of Italian semirigid dirigibles of high quality, including the *Roma*, the *Norge*, and the *Italia*. Nobile signed a long-term contract with the Soviet authorities last February, and he is now here in an advisory capacity.

DEFINITE figures on the Red Army's air forces are given by Miss Maxwell in her *Aero Digest* article.

These forces include "ten brigades and twenty autonomous groups of twelve machines each, three brigades and two autonomous groups of nine pursuit planes each, two bombing brigades, a training brigade, and seventeen reconnoitering groups of six machines each."

Add to these the Navy's air fleet—"eight groups of planes in the Baltic (fifty seaplanes), three groups in the Black Sea (twenty, sixty, and twenty-five seaplanes), and twelve groups of observation planes."

And then the matter of flyers to direct this war-bird flock. Miss Maxwell tells us:

Five thousand pilots and mechanics are being trained in the aviation school according to the 1931 program. The Air Academy at Moscow has five schools for pilots, five schools for mechanics, and a school for aerial combat. This estimate does not include the many schools of the "Ossoaviakhim," the civilian aeronautical organization.

Another source of information, as of September 27, 1931, states that Russia has forty-one airplane factories with about 150,000 workmen, officials, and foreign instructors, and that their product is excellent.



Planes, Planes, and More Planes

Lady Drummond Hay's account in the New York *American*, from which we here interpolate a brief extract, has some different figures on this same subject:

The Russian aircraft industry, so I am informed, is now composed of twenty-three factories and plants. Some small, several quite large.

The largest is the former Junkers Works at Fili, near Moscow. In this plant are made the new, big three-engined and the giant four-motored bombers of the Junkers, low-wing all-metal type, with two machine-gun turrets on top, and a turret that can quickly be lowered through the floor of the fuselage against attack from below.

The French, too, have lately adopted a similar turret.

The Russian four-engined bombers, which it is claimed can carry a load of five tons and have a range of 900 miles, are also to have the new two-centimeter, very light, quick-firing cannon, one on each plane.

When in 1925 the Junkers interests withdrew from Russia, there were about 500 employees in the plant. At present there are said to be well over 2,000.

Great pride is expressed in Moscow over the fact that Russia is now beginning to manufacture aircraft motors. Considering that ten years ago, when the Junkers Works were established at Fili, there was absolutely nothing in the way of an aircraft industry in Russia, there is some justification for that pride.

Not long ago, Miss Maxwell continues, Mr. Kouyichef, vice-president of the Council of the Commissioners of the People, declared at a conference of the Civilian Aerial Fleet:

"The country in general, and the Government in particular, base great hopes on the development of the Civilian Aerial fleet, not only on account of its rôle in the economy of the country, but as an element of defense in case of war. The nucleus of future combatants in the great war between Socialism and Capitalism will be drawn from civilian aviation schools." Moreover:

For this purpose, new aviation schools have been opened up especially in regions distant from Moscow. In order to attract candidates to these schools, where the students have a minimum age of eighteen years, everything is free; the students are boarded, furnished equipment; they receive a pension and their traveling expenses are paid. Students remain for a year and a half, and even girls are admitted.

In extending the scope of civil-commercial aviation, Miss Maxwell's account runs on, new air-lines have been started with Moscow as their home port and radiating to Sochi on the Black Sea, and Baku near the Persian frontier, while the new Moscow-Sverdlovsk-Novo-Sibersk line reaches the border of Siberia and the Moscow-Samara-Orenbourg-Tashkend line takes you all the way to Afghanistan. Last year the Soviet budget subsidized civilian aviation to the extent of 150,000,000 rubles.

Turning now to Soviet plans for mass production of dirigibles, *The Herald Tribune* article already cited quotes Comrade Pourmal, the new chief of Soviet dirigible

Once upon a time



but not this winter

INSTEAD of spending his evenings at the furnace door Mr. Doe may now pursue his hobbies or enjoy the companionship of his household in absolute comfort—he bought an oil burner.

The Doe family will enjoy regular, even temperatures in their home this winter—they have an oil burner.

Mrs. Doe feels that uniform temperature in her home will mean fewer colds that may lead to serious illness; her house will be clean and she's happy—because they have an oil burner.

It takes but a small cash outlay to buy an oil burner. With practically all makes available on the Commercial Credit plan this instrument of health, happiness and comfort is well within the means of every home owner's budget.

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HELLMA

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THE

JUDSON

KING LAM

LAUSIN M

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CO 32

ROSE MOT

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WRIGHT W

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THAT LOCAL
DEALER**

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construction, as calling capitalist approach to this problem "amateurish."

As for the Russians, he declares as the *Herald Tribune* interview runs on:

We purpose to develop the mass production of dirigibles in a way to provide us with a real system of airship transportation, a system which will carry part of the burden now taxing our rail- and water-transport system.

The Russians have made a fair start on their program of darkening the air with dirigibles, for within a period of two months they have turned out three small craft. The volumes of the envelopes are



Soyuzphoto

Russia's Air Master Lives and Breathes Aeronautics

Here Director Baranoff has been examining the visiting "Graf Zeppelin." His is the tall, military figure at the reader's left, two removed from Commander Hugo Eckener.

77,000 cubic feet, 176,000 cubic feet, and 229,500 cubic feet.

Each craft is equipped with two motors.

A semirigid dirigible of about the size of the *Italia* is now under construction, and the building of the first of the large airships, comparable to the *Graf Zeppelin*, is scheduled to begin before the end of the year.

Osoaviakhim, the powerful Soviet Society for Aviation and Chemical Defense, has worked over a period of years to arouse public interest in dirigible construction and to convince the Government that it should take the matter in hand.

When the Government decided a year ago that a dirigible-construction program should be undertaken in earnest, Osoaviakhim agreed to raise 15,000,000 rubles for the purpose.

Posters, the press, the "movies," the radio, and the public platform were all used to interest the public in airships. Model dirigibles twenty-five feet long were carried in processions. The country gradually became dirigible-conscious, and the construction fund was oversubscribed by 33½ per cent. The society was able to turn over to the Government 20,000,000 rubles. In accepting the fund, the Government agreed to Osoaviakhim's suggestion that the first six big-scale dirigibles be named in succession the *Lenin*, the *Stalin*, the *Pravda*, the *Osoaviakhim*, the *Voroshilov*, and the *Kolhosnik*.

Plenty of Thrills When You Hunt Big Gems

A FEROCIOUS native peering in through the curtains.

A long, murderous knife uplifted to strike.

Sound asleep in his berth, as the train sped through the jungle, an American, his money-belt bulging with cash to be paid in India, for rubies and sapphires.

Why did he open his eyes just then?

Seizing his revolver, he fired without

waiting to take aim. The native dropt his knife and fled, the American after him, to the end of the coach. The native "jumped right into the heart of the jungle, which would perhaps take its own vengeance on him."

Albert Ramsay, big-gem hunter, is used to such hairbreadth escapes as that. Twenty-two trips he has made around the world, seeking for the jewels that he cuts with his own hands, Alice Booth tells us in *Good Housekeeping*.

"In India, Indo-China, Ceylon, Java, the Malay States, the Andaman Islands, Australia, Egypt, South Africa, South America, he has climbed forbidden mountains, cut through fever-haunted jungles, boated up crocodile-infested rivers, harbored in ports as old as man."

At a moment's notice he will be off from his New York office to the ends of the earth, as happened when news reached him of the great Burma sapphire. The story was a strange one:

A stone-breaker of Burma and six of his companions had pooled the savings of a lifetime, and bought from the Burma Ruby Mines, Limited, a license to look for rubies. They went far into the hills back

of the Mogok mines, from which come the most famous pigeon-blood rubies in the world into a trackless wilderness of giant tree ferns and creepers and bamboo. In the stifling heat, and with only their primitive tools as aids, they worked for days, hacking down trees, and clearing away the jungle.

When their large clearing was finished they began to dig—down and down, sifting every shovel of earth.

One day the stone-breaker was idly scouting the edge of the clearing while his six companions laboriously hacked deeper and deeper into the yellow clay. He saw a large pebble at his feet, picked it up glanced at it carelessly—then closely. A cry broke from him. It was a sapphire.

How had it got there? Perhaps some prehistoric landslide had brought it, but, at all events, there it "had lain through the ages waiting for its discoverer." Hearing of the find, Ramsay's agents cabled him, and—

He immediately started for Burma, eight thousand miles away. The sapphire he saw at the end of the toilsome journey amply repaid him for the trip. It weighed 958 carats, and was the size of a man's fist.

At once the silent bargaining began—two weeks of it in the stifling heat—hands covered with a waist-cloth in the traditional way, pressing the first and middle fingers. The price, when finally agreed upon, was a fabulous fortune to the stone-breaker and his pals. Then Mr. Ramsay had the task of transporting back to safety and civilization a stone for which many men would have been willing to risk their lives.

An armed escort took him through the first step of his dangerous journey—then he had only to run the gantlet of the thugs that infest the river boats and railroads of India, the cutthroats that haunt the sea-ports, the crooks operating on ocean liners, the Apaches of France, and the gangsters of Manhattan. From the time he took the stone as its owner, it was not out of his possession for a single instant.

Back in New York, he began the work of cutting it. With his own hands he divided it into nine gems. The largest is of a perfect cornflower blue, and weighs 66.53 carats.

The Cover

POWER O'MALLEY is of Irish birth. He came to America in early childhood, receiving his first training in art in New York under Shirlaw and Henri, also the National Academy of Design. Later he studied in Italy and France.

He won a first prize, Chronach Sailtur, in Dublin in 1894.

These paintings are commonly known as the most sincere interpretation of the Hidden Ireland. Power O'Malley contributes to twentieth-century Irish art a refreshing quality of undisciplined delight in his Ireland and her people. His work has never been maculated or intellectualized by urban Dublin attitudes. Even a period of exile in these United States did not distort or dissipate his congenital sense of color and design, rather it blossomed under alien influences. He returned to his native Waterford and the West—as Hone returned to Malahide from Paris and Barbizon—and there, enriched by his exile, in these vivid paintings, he exprest a Prodigal's joy.

He is represented in the Phillips Memorial Gallery in Washington, D. C.



Will this be all your family gets?

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Five thousand dollars, for example, is a good deal of money. Yet when invested at 5% it brings in only 69 cents a day. Enough to buy milk, bread, an egg or two and some vegetables. Nothing more.

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Under the Equitable Plan, the money that you pay for the protection of your family can revert to you in the form of a guaranteed life income for yourself on your retirement.

If you have read this far you probably ARE interested—and you'll find real help in some Equitable literature which goes into the subject more fully. It will be sent to you on request.

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26 D.

Facts and Figures From the Greatest of All Olympics

THE NATIONS OF EARTH have been ground through the mill of a mighty athletic clearing-house.

As the dust settles from their magnificent feats at Los Angeles—feats that may live as long in human story as those of their ancient Greek prototypes—the results of their exertions emerge in statistical form.

On this page THE DIGEST sets forth the deathless record.

What is the ranking of the nations in the realm of muscular power, skill and the dynamite that wills to win?

That can be figured out from these statistical exhibits, and so can the achievements of the nations' winning athletes.

Millions of dollars it cost to stage the Olympic Games at Los Angeles, but what a triumph!

When the president of the organizing committee, William May Garland, declares, "Without boasting and without fear of criticism, I may say that the games were the finest ever held," no one criticizes, and no one calls it boasting.

As an Eastern editor puts it, "Los Angeles reproduced 'the glory that was Greece' in a grand manner and on a vast scale."

As. Dr. Willy Meisel, of Berlin, puts it, "The Olympic games at Los Angeles will stand in our memory as an unbeatable new Olympic and world record," adding, "This mark can't be out-classed through decades; it is the record of records."

In less formal phraseology, a visiting correspondent spoke for visitors in general, when he wrote, "Gosh, what a spectacle!"

Sixteen glorious days of it. Greatest in the history of sport.

Amazing performances on track and field, demolishing record after record in swift succession. "Above all," according to the New York *Herald Tribune*, the spirit of sportsmanship among the nations rose to the occasion; the rivalry was keen beyond example, but it was generous."

HERE follows the roster of champions crowned in all fields of competition during the Tenth Olympic Games:

TRACK AND FIELD

MEN

Shot-put—Leo Sexton, U. S.

High jump—D. McNaughton, Canada.

10,000-meter run—Kusocinski, Poland.

100-meter dash—Eddie Tolan, U. S.

400-meter hurdles—Robert Tisdall, Ireland.

800-meter run—Thomas Hampson, Great Britain.

*Hammer throw—Dr. Patrick O'Callaghan, Ireland.

Broad jump—Edward L. Gordon, U. S.

110-meter hurdles—George Saling, U. S.

Ranking of the Nations on a Team Basis, as Compiled by the Associated Press

FINAL STANDINGS ON TEAM BASIS

Sport	First	Second	Third	Fourth	Fifth	Sixth
Track and field	U. S.	Finland	Gt. Brit.	Germ'y	Japan	Canada
Track and field (women)	U. S.	Germ'y	Poland	Canada	Gt. Brit.	S. Africa
Swimming	Japan	U. S.	Germ'y	France	Philip'ns	Canada
Swimming (women)	U. S.	Gt. Brit.	Austria	Holland	Japan	Denmark
Rowing	U. S.	Gt. Brit.	Germ'y	Italy	Poland	Austria
Boxing	U. S.	Argen.	S. Africa	Germ'y	Italy	*(Tie)
Wrestling (free)	U. S.	Sweden	Finland	Hungary	France	Canada
Wrest. (Greco-Roman)	Sweden	Germ'y	Finland	Italy	France	Czech.
Weight-lifting	France	Germ'y	U. S.	Czech.	Italy	Austria
Equestrian	U. S.	Holland				
Modern pentathlon	Sweden	U. S.	Germ'y	Gt. Brit.	Italy	Hungary
Cycling	Italy	France	Holland	Gt. Brit.	Austria	Denmark
Fencing	Italy	France	Hungary	U. S.	Austria	Gt. Brit.
Gymnastics	Italy	U. S.	Finland	Hungary	Japan	
Yachting	U. S.	Sweden-Can.	(tie)	France	Gt. Br.-Hol'd	(tie)
Field hockey	India	Japan	U. S.			
Water polo	Hungary	Germ'y	U. S.	Japan		

*Canada, Hungary, and Sweden tied for sixth in boxing.

Final unofficial point standings, figured on these team places only, on the basis of 10-5-4-3-2-1, show following comparative team totals:

United States, 110; Italy, 42; Germany, 41; France, 29½; Sweden, 29¼; Great Britain, 24½; Japan, 24; Hungary, 21½; Finland, 17; Holland, 13½; Canada, 10%; India, 10; Australia, 7; Poland, 6; Argentina, 5; South Africa, 5; Czecho-Slovakia, 4; Austria, 3; Denmark, 2.

Point Tabulation for the Olympic Games

This table is presented by the New York Times, points being unofficial, based on 10 for first place and 5, 4, 3, 2, 1 for the next places respectively

Country	Weight Lifting	Track and Field, Men	Track and Field, Women	Fencing	Cycling	Wrestling	Mod. Pent.	Swim. Men	Swim. Women	Swim. Gym.	Yacht- ing	Eques- trian	Field Hockey	Row- ing	Shoot- ing	Box- ing	Total
United States	20	218	78½	17½	1	40	4	75	96	68½	20	28	..	38	1	35	740½
Italy	14	23	..	53½	40½	10	..	..	..	71½	..	..	..	17	17	16	262½
Japan	..	35	5	..	..	..	..	90	8	12	..	10	..	..	..	..	160
Sweden	..	17	..	..	8	60	18	..	3	..	14	13	..	..	12	9	154
France	36	7	..	28	26	10	..	6	2	..	12	17	..	4	..	3	151
Germany	22	35	16½	6½	..	10	3	12	3	..	3	..	..	20	3	15	151
Great Britain	..	55	9	6½	15½	..	..	2	18	..	6	..	..	26	..	6	144
Finland	..	72	..	..	..	33	..	..	..	16	..	..	..	..	..	4	125
Hungary	..	3	..	30	..	9	..	11	..	33	..	..	..	..	4	10	103
Canada	..	34	15	..	4	5	..	6	5	..	..	..	..	8	..	13	100
Holland	..	2	5	1	15	..	..	..	10	..	6	15	..	3	..	..	57
Poland	..	10	15	4	..	..	..	..	..	..	..	..	..	13	..	..	42
Australia	..	1	..	..	10	..	..	4	17	..	..	..	..	10	..	..	42
South Africa	..	6	6	..	..	..	..	..	5	..	..	..	..	..	..	24	41
Argentina	..	13	..	..	..	..	..	1	..	..	..	..	..	..	..	..	40
Austria	..	9	..	10	..	4	..	3	1	..	..	..	..	..	..	..	27
Ireland	..	23	..	..	..	..	..	..	..	..	..	..	..	..	..	3	26
Denmark	..	5	..	..	7	..	..	..	6	..	..	..	..	..	..	..	22
Czecho-Slovakia	..	15	4	..	..	..	..	..	..	..	..	..	..	..	..	4	19
Mexico	..	..	..	..	..	..	..	3	..	3	..	..	..	..	5	5	16
New Zealand	..	6	..	..	..	..	..	..	..	..	..	..	..	8	..	..	14
Philippines	..	4	..	..	..	..	..	6	..	..	..	..	..	..	..	4	14
India	..	..	..	..	..	..	..	..	..	..	..	..	10	..	..	..	10
Belgium	..	..	..	6	..	..	..	..	..	..	..	..	..	..	..	..	6
Latvia	..	5	..	..	..	..	..	..	..	..	..	..	..	..	..	..	5
Switzerland	..	..	..	..	..	..	..	..	5	..	..	..	..	..	..	..	5
Spain	..	..	..	..	..	..	..	..	..	..	4	..	..	..	..	..	4
Brazil	..	1	..	..	..	..	..	..	..	..	..	..	..	3	..	..	4
Uruguay	..	..	..	..	..	..	..	..	..	..	..	..	..	4	..	..	4

Men's swimming tabulation includes water polo.

200-meter dash—Eddie Tolan, U. S.
 Pole vault—William Miller, U. S.
 Discus—John Anderson, U. S.
 50,000-meter walk—Thomas William Green, Great Britain.
 Javelin throw—M. Jarvinen, Finland.
 Hop, step, and jump—Chuhe Nambu, Japan.
 1,500-meter run—Luigi Beccali, Italy.
 5,000-meter run—Lauri Lehtinen, Finland.
 400-meter run—Bill Carr, U. S.
 3,000-meter steeplechase—Volmari Iso-Hollo, Finland.
 Decathlon—James Bausch, U. S.
 400-meter relay—U. S. (Kiesel, Toppino, Dyer, Wykoff).
 1,600-meter relay—U. S. (Fuqua, Ablovich, Warner, Carr).
 Marathon—Juan Zabala, Argentina.

WOMEN

Javelin throw—Mildred Didrikson, U. S.
 100-meter dash—Stanislawa Walasiewicz (Stella Walsh), Poland.
 Discus—Lillian Copeland, U. S.
 80-meter hurdles—Mildred Didrikson, U. S.
 400-meter relay—U. S. (Mary Carew, Evelyn Furtch, Annette Rogers, Wilhelmína von Bremen).
 High jump—Jean Shiley, U. S.

SWIMMING

MEN

100-meter free style—Tasuji Miyazaki, Japan.
 Springboard dive—Mickey Riley Galitzen, U. S.
 800-meter relay—Japan (Miyazaki, Yusa, Toyoda, Yokoyama).
 400-meter free style—Clarence Crabbe, U. S.
 100-meter back stroke—Masaji Kiyokawa, Japan.
 High dive—Harold Smith, U. S.
 1,500-meter free style—Knosa Kitamura, Japan.
 200-meter breast stroke—Yoshiyuki Tsuruta, Japan.

WOMEN

100-meter free style—Helene Madison, U. S.
 200-meter breast stroke—Clare Dennis, Australia.
 Springboard dive—Georgia Coleman, U. S.
 100-meter back stroke—Eleanor Holm, U. S.
 High dive—Dorothy Poynton, U. S.
 100-meter relay—U. S. (Josephine McKim, Helen Johns, Eleanor Saville, Helene Madison).
 400-meter free style—Helene Madison, U. S.

WATER POLO

Hungary.

MODERN PENTATHLON

Count Johan Oxenstierna, Sweden.

SHOOTING

Pistol—Maj. Renzo Morigi, Italy.
 Carbine—B. V. Ronnmark, Sweden.

EQUESTRIAN

Dressage—Commandant François Lesage, France, riding Taïne.
 Team—United States.
 Individual all-around—Lieut. de Mortanges, Holland.
 Prix de Nations—Lieut. Takeichi Nishi, Japan, riding Uranus.

FENCING

Team foils—France.
 Team epee—France.
 Team sabers—Hungary.
 Women's foils—Ellen Preis, Austria.
 Men's foils—Gustavo Marzi, Italy.

Men's epee—G. Cornaggia-Medici, Italy.
 Men's saber—George Piller, Hungary.

WRESTLING

CATCH-AS-CATCH-CAN

Bantam-weight—Robert Pearce, U. S.
 Feather-weight—H. Pihlajamaki, Finland.
 Light-weight—Charles Pacome, France.
 Welter-weight—J. van Bebber, U. S.
 Middleweight—I. Johansson, Sweden.
 Light-heavyweight—Peter Mehringer, U. S.
 *Heavyweight—J. Lichthoff, Sweden.

GRECO-ROMAN

Bantam-weight—Jakob Brendel, Germany.
 Feather-weight—Giovanni Gozzi, Italy.
 Light-weight—Eric Malmberg, Sweden.
 Welter-weight—Ivar Johansson, Sweden.
 *Middleweight—Vaine Kokkinen, Finland.
 Light-heavyweight—Rudolf Svensson, Sweden.
 Heavyweight—Carl Westergren, Sweden.

CYCLING

*4,000-meter pursuit race—Italy.
 1,000-meter scratch—J. van Egmond, Holland.
 1,000-meter time trial—Edgar L. Gray, Australia.
 2,000-meter tandem—Louis Chailloi and Maurice Perrin, France.
 Long distance—Team, Italy; individual, Attilio Pavesi, Italy.

WEIGHT LIFTING

Feather-weight—R. Suvigny, France.
 Light-weight—Rene Duverger, France.
 Middleweight—R. Jamyar, Germany.
 Light-heavyweight—L. Hostin, France.
 Heavyweight—Jaroslav Skobina, Czechoslovakia.

YACHTING

Eight-meter class—Angelita, Owen Churchill, U. S.
 Six-meter class—Bissbi, Tore Holm, Sweden.
 Star class—Jupiter, Gilbert Gray, U. S.
 Monotype class—Jacques Le Brun, France.

GYMNASTICS

Indian clubs—George Roth, U. S.
 Pommel horse—Frank Haubold, U. S.
 Horizontal bar—Stephen Pelle, Hungary.
 Free exercises—Stephen Pelle, Hungary.
 Parallel bars—Romeo Neri, Italy.
 Rings—George Gulack, U. S.
 Mat exercises—Rowland Wolfe, U. S.
 Long horse—Savino Guglielmetti, Italy.

FIELD HOCKEY

*India.

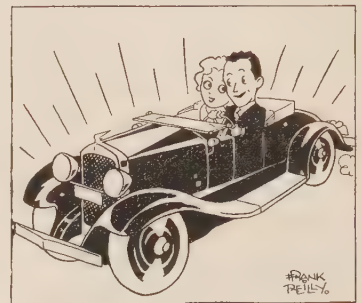
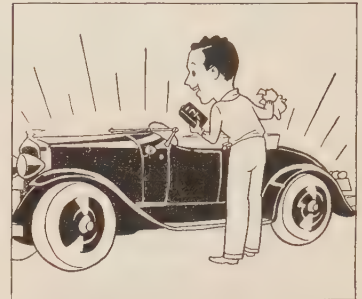
ROWING

Four-oared with coxswain—Germany.
 Pair-oared without coxswain—Great Britain.
 *Single sculls—Bobby Pearce, Australia.
 Pair-oared with coxswain—United States.
 Double sculls—U. S. (Gilmore and Myers).
 Four-oared without coxswain—Great Britain.
 Eight-oared—U. S. (University of California).

BOXING

Fly-weight—Stephen Enekes, Hungary.
 Bantam-weight—Horace Gwynne, Canada.
 Feather-weight—Carmelo Robledo, Argentina.
 Light-weight—Laurence Stevens, South Africa.
 Welter-weight—Eddie Flynn, U. S.
 Middleweight—Carmen Barth, U. S.
 Light-heavyweight—David Carstens, South Africa.
 Heavyweight—Santiago Lovell, Argentina.
 Team—United States.

*Retained title.



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The Swing Back to Barter

"RURAL AMERICA IS GETTING BACK to barter. "The pioneer's practise of trading farm produce directly for needed merchandise is returning to everyday usage in thousands of rural and semirural communities throughout the United States."

So writes Charles Morrow Wilson in *The Commonwealth*, telling us of the rebirth of this ancient mode of commerce, and how it is operating to the benefit of a substantial part of our farm population. Explaining the reasons for what may seem a strange reversion in this high-speed age, he says that—

In the first place, it is a specific emanation of a general trend toward greater simplicity in every-day commerce. To-day, most productive economies are slackening their pell-mell forward pace. The current depression with its glutted farm markets, its increase in number of marginal farms and decrease in marginal cash, gives a very logical background for this reversion to an older school of productive economy.

With all the turmoil of high finance and industry, the farmer is still taking the slim cut of the economic pie. The price of his products still ranges from 20 to 40 per cent. below the prevailing level of manufactured goods, and despite the tribulation of big-city business the actual flow of cash is vastly more retarded in rural business than it is in urban business.

What with bank failures and falling markets, "Federal land economists believe that about \$3,000,000,000 has been deducted from the rural cash flow since 1928." Obviously, then, "it behooves the farmer to work toward a practise of local exchange which carries a diminished need for cash and paper credit." And this is how it works:

The institution of barter presents a number of current and obvious advantages.

It saves unnecessary transportation and storage of various agricultural commodities. It whittles down the middle-man's profits. It tends to reduce consumer's cost through the elimination of excessive advertising. A crop-for-crop or crop-for-goods exchange tends to relieve the discrepancy between farm and commodity price, to serve as a tonic for the prevailing dilemma of farm products, and, finally, to verify and to recheck estimates of relative value.

Here is the hypothetical instance of Farmer Jones, who raises cabbages, and Townsman Smith, five miles away, who buys cabbage for his table.

The cabbage is bought at two cents the head by M. Price, produce dealer; shipped a hundred miles to J. B. Minsky, commission broker; shipped another hundred miles to the storage-house of Gormott and Duffy, wholesale produce dealers; then shipped fifty miles to Mills and Milsap, area distributors, only to get back finally to Townsman Smith, after some five hundred miles of unnecessary travel, with a dozen or so price step-ups, so that Townsman Smith pays ten cents for a head of cabbage which Farmer Jones would have been delighted to sell him direct or in barter for three cents.

The rebirth of barter represents a primitive and straightforward protest against such fantastic artificiality in methods of distribution.

AND this revival is being furthered in more than 2,600 farming counties by agricultural county agents, according to reports to the United States Department of Agriculture. Furthermore, says Mr. Wilson in his *Commonweal* article, "the country mill, another long-proven agency of barter, is returning to contemporary reality. Even the toll system, where grinding charges are paid in grain, is returning."

Of course, "there is no reason to believe that barter will command all domestic trade, or that various other systems of exchange will wither before its rising might"—

But it is an expedient current measure, a move toward greater simplicity in rural business and toward a checking and reclassification of certain basic values. A more direct basis for exchange and for estimates of relative value may have the same cleansing and rejuvenating influence upon the congestions of modern business that more simple diet and ways of living would exert upon some of its befuddled exponents.

Charting Man-Power in Industry

"A PRICE SYSTEM AND SCIENTIFIC production," says Howard Scott, "can not exist side by side."

Therefore, as he tells us, "the social system of the future must be adjusted to the energy-producing values which can be regulated by scientific methods." In other words, it must be adjusted to power, whether human or mechanical.

Mr. Scott, a consultant technologist, is directing at Columbia University an "energy survey" tracing "the industrial and agricultural development of the United States during the last hundred years in terms of production."

Sponsored jointly by Columbia's Department of Industrial Engineering and the Architects' Emergency Committee of New York, the survey will draft 3,000 charts "representing the history from 1830 to 1930 of the 3,000 leading industrial and agricultural products, ranging from steel to power."

Each chart will reveal "the amount of energy expended annually in production, the number of men employed and their working hours, and the volume produced each year."

As the *New York Times* quotes Mr. Scott as saying:

The survey explains very clearly what is happening in this country to-day. Prior to 1900, the charts show very little fluctuation in the production of the major commodities. Since then the oscillations grow tremendous, increasing in frequency and in amplitude. The man-power needed in the production of each commodity slips down, even as the total installed horse-power increases.

The facts revealed by the charts completed through 1920 clearly indicate the coming of the present depression, altho the figures point to 1930 instead of 1929 as the year of the crash.

THO "the maximum of employment in industry was reached in 1918, and has declined ever since that date," Mr. Scott tells *The Times* that "total production reached its maximum in 1929," and continues:

The maximum of employment in industry was reached in 1918, and has declined ever since that date. Total production, on the other hand, reached its maximum in 1929. This ratio of increased production and the declining employment is to be found in every major industry, as the charts indicate. Employment may be considered, therefore, an inverse factor in the rate of production.

The charts give a picture of our civilization in the only accurate terms in which it can be depicted. It can not be done, as economists do it, by computing monetary wealth. Economics is merely the pathology of privately owned wealth. Altho monetary wealth is the only wealth in our price system of production, to attempt to evaluate modern civilization in dollars is to attempt to build a house with a rubber yardstick.

The United States, these charts show, expends in energy 150,000 calories per capita every day. The figure for the ancient Greeks and the modern Chinese is 1,600 to 2,000 per capita per day.

Our greatest difficulty is the fact that the tremendous energy expended in this country is not distributed. Under the present industrial system unemployment will continue to increase until a maximum point is reached, which will bring about the collapse of the system.

Of the 3,000 charts, all of which will be ready for publication within a year, about 150 are now complete, among them those for steel and cement. As we are told in *The Times*—

Mr. Scott pointed out that in 1905, according to the charts, the production of a barrel of cement required 1.75 man-hours per barrel, a man-hour being the number of hours per unit per man, while in 1930 it required only about .45 man-hour per barrel. It took 1,291 man-hours to build a car in 1904, 303 man-hours to build one in 1919, when the peak of employment was reached, and only ninety-two man-hours in 1929, he added.

The steel produced in 1900 amounted to 11,000,000 metric tons and required 600,000,000 man-hours. In 1929, with a production of 58,000,000 metric tons, only 770,000,000 man-hours were needed. Thirteen man-hours per ton were required in 1929, as compared with seventy in 1900.

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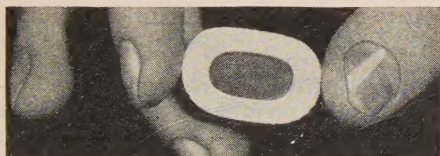
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Effect of the Check Tax

THE bankers did not like the idea of a tax on checks in the first place.

They knew that it would mean the closing out of many small accounts. They feared, too, that it would mean a shift from paying by check back to the old-fashioned pay envelop, with consequent invitation to pay-roll bandits.

If there was to be a tax on checks, they hoped it would be a stamp tax, which would simplify payments. But as it is, the tax puts an added bookkeeping burden on every bank in the country.

And now the bankers are really beginning to feel the effects of the new tax, writes C. B. Upham, from Washington, for the Consolidated Press. Governor Eugene Meyer of the Federal Reserve Board is given as authority for the statement that the tax on checks has been a noticeable factor in withdrawals of bank deposits and increase in money in circulation. Reports from the twelve Reserve banks are said to confirm a general trend away from the payment of bills by check since the tax went into effect, and the loss by banks of a number of their smaller deposit accounts.

"People are objecting to the five-cent charge on each bill they pay," one Federal Reserve official is quoted as saying. It is explained that "the three-cent postage charge together with the two-cent tax on the 'check enclosed' makes the substantial sum of one nickel the necessary outlay in conducting business the way Americans have become accustomed to conduct it." Mr. Upham continues:

While housewives and others are paying their bills in cash, commercial and industrial firms are found shifting their pay-roll accounts from the check to the cash-in-envelop method of payment. This, too, was one basis of banker opposition to the tax on bank checks. For years they have been encouraging business houses to use checks, and thus avoid the danger of pay-roll robberies.

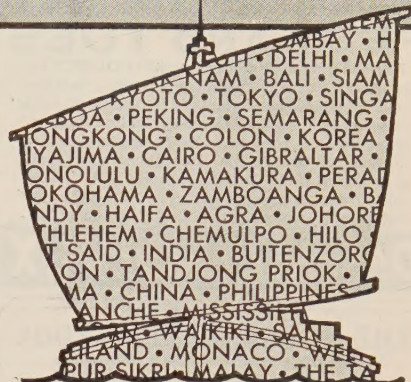
It is too early, of course, to speak with definiteness about the final and full effect of the bank-check tax on either bank deposits or money in circulation, but the trend is already noticeable and confirmed by the Reserve bank reports. If the tendency becomes more marked and increases in intensity during the summer and fall, the bankers may press during the coming Congressional session for repeal of the tax.

WASHINGTON financial authorities, according to the New York Times, believe that the check tax will yield the Government about \$78,000,000. According to this figuring, "at the rate of two cents for every check, the total number of checks drawn in the country would be 3,900,000,000 a year, probably an average of about 15,000,000 a banking day."

As a rule, we read on in *The Times*, in paying the tax, "the banks will total the number of checks drawn every month by each depositor, forward the sum required by the tax to the Government, and charge the depositor's account accordingly."

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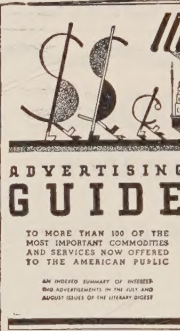
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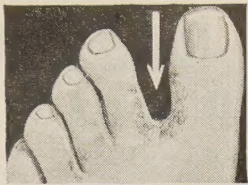
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CURRENT POETRY

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UNPUBLISHED POETRY UNAVAILABLE

Who has not felt sad at the sight of housewreckers going energetically to work? These lines in *Time and Tide* (London) vividly express the pangs we have all experienced:

HOUSE COMING DOWN

By ELEANOR FARJEON

They're pulling down the house
At the corner of the Square;
The floors and the ceilings
Are out in the air;
The fireplaces so rusty,
The staircases so dusty,
And wallpaper so musty,
Are all laid bare.

It looks like a dolls' house
With the dolls put away,
And the furniture laid by
Against another day;
No bed to lie in,
No pan to fry in,
Or dish to make a pie in,
And nobody to play.

That was the parlour
With the cream-and-yellow scrawls,
That was the bedroom
With the roses on the walls;
There's a dark red lining
In the room they had for dining,
And a brown one, rather shining,
Goes all up the halls.

But where is the lady
In a pretty gown?
Where is the baby
That used to crow and frown?
Oh, the rooms look so little,
The house looks so brittle,
And no one cares a tittle
If it all tumbles down.

For friendly familiarity with a sheltering tree, and for felicity of phrase this is hard to match. In the *London Spectator*:

THE WYCH-ELM

By RICHARD CHURCH

In weariness of heart,
Bitter with false labor,
I put the world apart
And seek an old neighbor.

A century or more
He has mused and murmured
Over my door
Of what the winds rumored.

I am never tired
Of his leaf-lippings,
Garrulous, absurd
In his bough-whippings.

He will rub his branches
Like a musing fly,
Though his great haunches
Are three cottages high.

He will squeak in the night
Like a foraging mouse,
And tremble with fright
Above the house.

He will affront the moon
With antics of folly,
And next day at noon
Sham green melancholy.

As I say to the woman
Who shares my cottage,
"The tree's almost human
In its whimsical dotage!"

Nature likes her own way with things, resents formal gardens, and does her best when given rope. This gardener calls it "funny" in *The Lantern* (Brooklyn):

GARDENS

By BILLY B. COOPER

Gardens are funny things.
You never know
Just what to look for,
Perhaps a weed will grow
Right where you planted
Bleeding heart, or phlox.
And in a far-off corner
By the fence, you'll find
Red columbine.
The four o'clocks
Have lost their dignity,
They will not stay
In one straight row,
Instead, they spread
And form a ragged border
Near the walk.
Violets are possibilities,
Each year
They spring up volunteer.
The climbing rose
Runs riot in the spring
And covers everything.
The lilac bushes by the gate
Sprawl carelessly
Across the gravel path.
And in the pansy bed to-day
A wilful dandelion
Nosed its way
And stood above the rest.
Gardens are funny things.

In the *Hartford Courant* appeared a sonnet sequence on swimming, an unusual theme, but in these warm days touching grateful chords in many:

CLOUD FANTASY

By ETHEL AUSTIN

I swam far out to sea and saw the clouds
Piled on the south horizon like a city;
Fold above folds and fleecy shroud on shrouds,
Fantastic as a farce, and soft as pity;
White, billowy, pure, each alabaster dome,
Each castle shining, plastic, in the sun;
I thought I'd swim and swim and make my home
In some cloud palace,—yes, that silver one!

I was the happiest mortal in the deep,
Slow-stroking through that sapphire peace to lie
Upon the marble floor,—perchance to sleep—
In that cloud palace on the horizon-sky.
I was too late,—from its own height it
crumbled. . . .
Shorewards I turned and held my course, quite
humbled.

IN THE LAKE

By ETHEL AUSTIN

I loosed my long hair by the lakeside edge,
And, slipping in as silent as a swan,
Cleaved the cool water with each long arm-wedge,
Beneath the crystal oriel of the dawn.
Through that blue aqueous peace which I adore,
I cruised like sailing craft or galleon;
I never swam with hair unbound before,
This was a new thrill underneath the sun!

And then that rope-like coil of hair got wound
About my arms, and I sunk down aghast,
For one brief heart-beat I felt deeply drowned,
Then rose serenely, the dark moment passed;
And clouds and hills and woods all sang to me,
"Life, life to you, O swimmer, blithe and free!"

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